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Emlen's
1940
SQUARE DEALING NURSERY

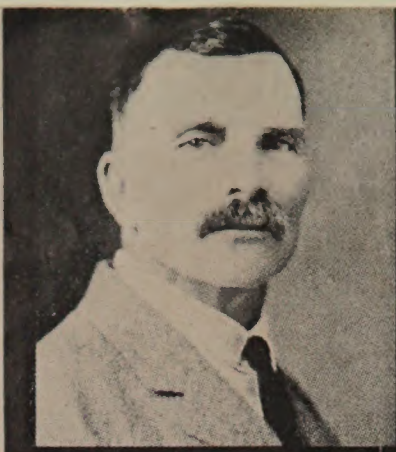
A Fruit Book from the Heart of the Fruit Belt

Presenting FRUIT TREES and FRUIT PLANTS GROWN IN THE FRUIT BELT. We sell **direct to you.** Guaranteed highest quality. Prices that **save you money.**

Actual Color Photo of
REDELBERTA
U.S. PAT. 232. TRADE-MARK REG.

THE PEACH THAT SELLS ITSELF ON SIGHT at Double the Market Price

Blazing red-all-over color, long before ripe. Rich flavor, top size, quality and yield. New lower prices. See page 22 for details and prices.



HENRY EMLONG
Founder



RALPH EMLONG
Manager



CLIFFORD EMLONG
Asst. Manager

3 GENERATIONS of EMLONGS

Applying the Golden Rule to the Nursery Business

Wherever fruit is planted, **EMLONG'S PLANTS AND TREES ARE PRAISED FOR THEIR DEPENDABILITY.** You can get the BEST NURSERY STOCK IN THE WORLD at Emlong's, without paying any more than you would elsewhere for just ordinary stock of uncertain origin. We place at your service a HALF CENTURY OF EXPERIENCE, and over 600 ACRES OF THE FINEST LAND IN BERRIEN COUNTY, devoted to the growing of MILLIONS OF FRUIT PLANTS AND TREES. The loyal support of our customers has built this great business for us. Every year thousands of successful fruit growers plant Emlong stock because it brings them big, quick crops of finest fruit. Deal direct with a reliable grower to insure your own success in fruit growing. Emlongs stand for DEPENDABILITY, HONESTY, and SQUARE DEALING. COMPARE OUR QUALITY AND PRICES WITH OTHERS — JUDGE FOR YOURSELF!

BUY DIRECT FROM THE GROWER

No salesman to bother you. Just sit down with this book, read the descriptions, and use your own good judgment in selecting nursery stock. Write us at any time for help with your planting problems. You SAVE 1/3 to 1/2 CASH MONEY AT EMLONGS, and we give you FRESH STOCK, which is very important. (Small nurseries and agents often sell you stock that has been re-shipped several times and may reach you greatly lacking in vitality.)

VISIT OUR NURSERY

Come during the winter to reserve your needs for spring planting, or come in the spring and take the stock home with you. Come in the summer to see stock growing in the field, and enjoy our big rose and flower display garden, located on U.S. 12 (Dunes Highway), near Lake Michigan. **PHOTOS ON THIS PAGE IN PANEL AT LEFT:** (1) Field of 2-yr. Apple trees, (2) Field of 100,000 Peach trees, (3) Part of 30,000 Sweet Cherry trees, (4) Some of our millions of Strawberry plants, (5) Visitors buying nursery stock at our warehouse in the Spring of 1939, (6) Fast Express trucks pick up nursery stock twice a day at our warehouse, (7) Visitors come hundreds of miles to our Rose Display in June and take home potted bushes for summer planting.

CASH DISCOUNT

10% Cash discount if you send full cash with order in JANUARY.

5% Cash discount if you send full cash with order in FEBRUARY or before MARCH 10th.

No discount on C. O. D. orders. We accept C. O. D. orders only if one-fourth cash is sent with the order as a deposit.

YOUR GUARANTEE

Every item described in this catalog is guaranteed to be first class in every respect; to reach you in satisfactory condition; to be true to name. Stock which arrives damaged will be replaced free if your claim is mailed within 3 days after arrival of stock at your station. Have the express agent or postmaster sign the damage statement. We do not replace free any stock reported dead after July first. The nursery assumes liability only for the original purchase price of stock.

PLANTING TIME

All stock listed in this book should be ORDERED AT ONCE and PLANTED THIS SPRING, during MARCH, APRIL or MAY. You cannot make up for lost time by Fall planting. However, stock can be shipped in the fall in late October and November. DORMANT TREES, SHRUBS, and ROSES can be shipped in FEBRUARY TO SOUTHERN STATES.

DELIVERY CHARGES

We pay delivery charges on perennial flower plants; bulbs; Strawberry plants in lots up to 100. Other stock is shipped collect for transportation costs, unless you add 10% to cost of stock to cover charges. IF YOU WISH A PREPAID QUOTATION ON A LARGE ORDER, SEND US A LIST OF YOUR REQUIREMENTS IN ADVANCE SO THAT WE CAN ESTIMATE THE WEIGHT.

EMLONG'S SQUARE DEALING NURSERIES, Stevensville, Mich.

Fruit Trees and Plants

**EMLONG-GROWN IN THE
HEART OF THE GREAT
NORTHERN FRUIT BELT**



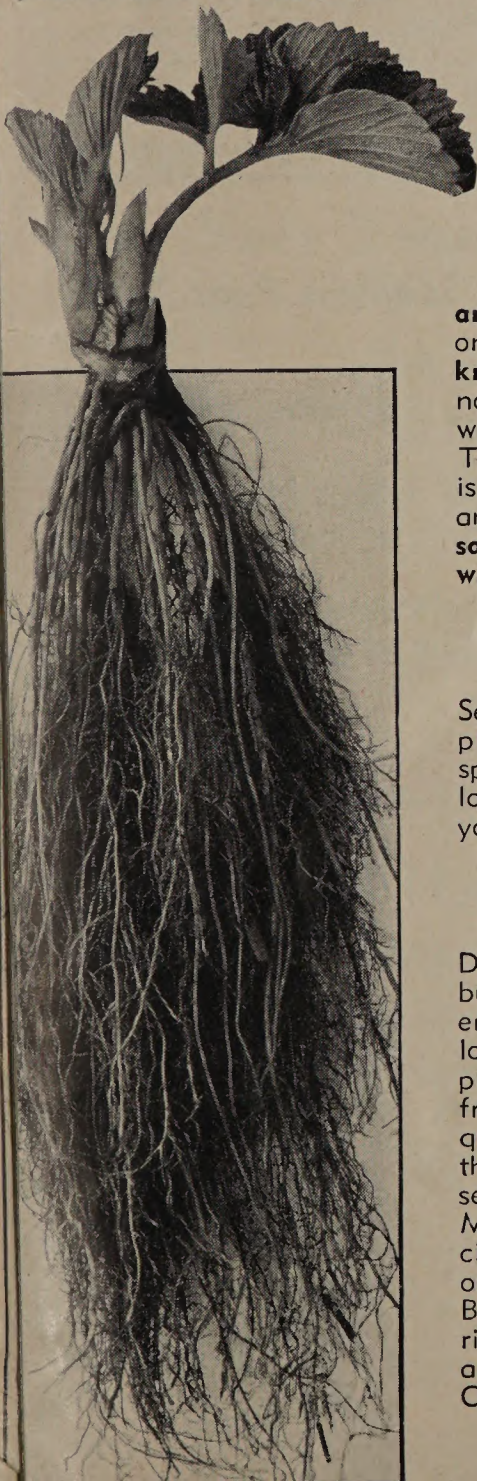
WHAT IT MEANS TO YOU

Emlong's Trees and Plants are famed throughout the country for their **big roots, quick growth, young bearing, heavy yields, and high quality fruit** produced. We are **right here in the heart of the great northern fruit belt**, which gives us the advantage of being able to select the **finest strains and varieties for you**. Our information comes direct from experienced fruit growers. "**Bud-Selection**" is something more than a fancy phrase at Emlong's. We are surrounded by millions of bearing fruit trees, from which our expert marks those showing the **biggest crops of highest grade, brightest colored fruit**. From these selected trees come the buds for our stock. The **biggest grower in the fruit belt is best able to grow the quality trees and plants you want**.

EMLONG'S FAMOUS "PERFECT-CIRCLE" ROOTS

Nature and science combine to help us grow and handle trees and plants so that our customers get **all the roots and all the life**. We build our own modern machines for soil tillage, planting, cultivating, spraying, rain-making, digging, etc. It takes \$100,000 worth of equipment to produce nursery stock the Emlong way. But, search where you may, **there's no other spot in the world so naturally ideal for producing quality nursery stock** as here in the fruit belt on Emlong's forms.

This Emlong-grown Strawberry plant is full of "bearing-power."



Soil is high, well-drained, very fertile—producing our famous "perfect-circle" of bright, healthy, sturdy roots. Visiting nurserymen and growers exclaim in amazement: "Nowhere else have we ever seen roots like those!" **Temperature** here in the fall is just right to bring the stock gradually to a completely dormant state and make it hardy.

OF GREATEST IMPORTANCE

Every Emlong Fruit tree is grown on choicest **whole-root stock**, which means **full vitality and bearing power**. Price is a matter of small importance in buying nursery stock. Think only of **quality and dependability**. Deal with a reliable grower who **knows all about** the product he offers you. It makes no difference whether you pay 15c or \$2.50 for a tree, it is worthless if you cannot depend upon its **bearing power**. That's what you really pay for. Good breeding in fruit stock is very important. Plant first-class stock that will bring forth an abundance of A-Grade fruit. But remember—you can **save money at Emlongs without skimping on quality**. Read what some of our customers say on page 6.

ATTENTION, BIG GROWERS!

Send us a list of the trees and plants you expect to use this spring. Get our low prices on large commercial orders. Have your neighbors order with you.

FOR YOUR INFORMATION

Dormant trees, shrubs and Rose bushes can be shipped to southern states right after this catalog is mailed. A booklet of planting instructions will be sent free with any order upon request. Emlongs are members of the National and Michigan Nurserymen's Associations; National Mail Order Nurserymen's Association. References: Farmers and Merchants National Bank, Benton Harbor, Michigan; Berrien County Credit Bureau, or any business house in Berrien County.

RIGHT: A typical bundle of Emlong Peach trees, grown in the fruit belt. Roots like these assure vigorous growth and top quality fruit. Compare them with any other trees and judge results for yourself. They challenge all competition.



Selecting Apple Buds From a Bearing Tree

IMPORTANT

Our fruit tree buds are all cut from outstanding trees in the finest orchards in this Great Fruit Belt. We have millions of bearing trees from which to make our selection of buds. No other nursery offering a complete line of Fruit Trees has this advantage. Western Michigan fruit has nation-wide fame for delicious flavor, and rich color. These important features are bred into Emlong-grown trees.



Proof of Young Bearing

**EMLONG
TREES
OFTEN
BEAR
FRUIT
IN THE
NURSERY
ROW!
THEY'RE
FULL
OF PEP!**



NEW *Seedless*

Patent Pending

20th CENTURY PEAR SUPREME

Introduced by Mr. J. Cope, nurseryman with 50 years' experience. Endorsed by Prof. Ellenwood, Ohio Agri. Expt. Sta.

Triumphs in Quality and Flavor

EVERY BITE A DELIGHT! Smooth and melting, juicy, sweet and packed full of rich flavor. **NO SEED, NO CORE. JUST SOLID WHITE PEAR ALL THE WAY THROUGH!** As large as the largest Bartlett. Waxy yellow skin with russet flecks and red cheek. It's so easy to can and serve the smooth halves or whole Pears for fine salads and desserts. You **save the third** usually wasted in preparing ordinary Pears.

Your Money-Making Opportunity

Seedless Pear is a practical, high grade fruit for market. It ripens 10 days after Bartlett, and keeps several weeks in ordinary storage. The trees usually **BEAR WHEN THREE YEARS OLD, and PRODUCE ENORMOUS CROPS.** They are thrifty growers, regular bearers, very hardy, **BLIGHT RESISTANT.** The superior quality of Seedless Pear insures highest prices, whether the fruit is sold for fancy dessert purposes, or to canners or shippers. Unlimited marketing possibilities! Patent pending. (Emlong's are licensed growers and distributors.) **Plant this spring!**

**"QUALITY"
PEAR
ORCHARD
\$1.95**

(No Discount)

1 SEEDLESS
1 LINCOLN
1 BARTLETT
1 KIEFFER
1 CLAPP'S F.

All 3 to 4 ft. size

PRICES, Seedless Pear Trees:

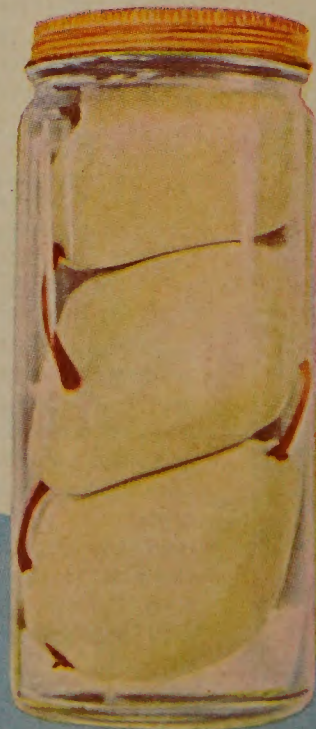
1-year, 3 to 4 feet—
\$1.10 each; 5 or more, \$1.00 each.

2-year, 4 to 5 feet, branched—
\$1.40 each; 5 or more, \$1.25 each.

3-year, 5 to 7 feet, branched—
\$1.95 each; 5 or more, \$1.75 each.



Above—Actual size and color Seedless Pears. Right—2-year-old trees in the nursery row, starting to bear. Superior quality and heavy bearing make Seedless Pears highly profitable.



Seedless Pears are **smooth and melting to taste.** Delicious canned whole and tinted pastel shades for finer salads and desserts. Solid all way through. Better than common Pears in every way. A favorite fruit brought up to date!

Emlong's Mammoth Eureka

The Red Nectar-Fruit

2 Trees \$1.00
2 to 3 ft. Size

A Superb Blend of Three Fine Flavors

If you like good Plums, Peaches and Apricots, you'll certainly like Eureka, for the flavor is a delightful combination of all these flavors. Eureka is a fruit that is sweet and mellow enough to eat when only half ripe, in the **golden stage**. Continue to eat and enjoy it until September, when the color is **rich maroon**, in the full-ripe stage. Delicious canned whole or in halves in either stage of ripening. The canned juice has a strong apricot flavor—ideal for making fruit syrup.

EUREKA TREES Bear Very Young

Eureka trees are **so full of pep** that they often start bearing the second year. **So hardy** they have never missed a crop in 13 years testing. **So thrifty** that when mature they produce 8 to 12 bushels of first-class fruit annually, without fail. Single branches hold 35 to 50 perfect specimens of fruit. When thinned, the fruit becomes so large it must be canned in halves, single specimens often measuring 2 to 2½ inches across. The flesh is golden yellow, fine, sweet and juicy. Skin smooth and firm enough to stand long-distance shipping.

Dependable, Hardy, Money-Making Variety

Eureka trees are self-pollenizing and can be depended upon to bear a full crop, even when other Plums fail. Fruit is so beautiful it has sold readily at \$2.00 per bushel wholesale when other varieties were bringing \$1.50. For **big, dependable crops every year, plant Eureka**. Set trees 25 feet apart, an acre takes 64 trees. (Sold exclusively by Emlong's Nursery.)

PRICES, EUREKA TREES:

	Each	5	10	25
2 to 3 ft.	\$0.65	\$2.75	\$4.95	\$ 9.95
3 to 4 ft.75	3.50	6.45	14.85
4 to 5 ft.85	4.00	7.45	17.50

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Section of Branch of Eureka

EMLONG'S 1940 "CLASSIC" HOME ORCHARD

6 Trees \$1.85
3-4 foot Size

We send one each Eureka, Lincoln Pear, Windsor Sweet Cherry, Early Discovery Peach, Red Delicious Apple, Large Montmorency Cherry.



EMLONG'S KEY TO SUCCESS

Our Satisfied Customers

Results Speak Louder Than Words

Emlong's stock **gets results** and **wins words of praise**. We still believe in the saying that **a satisfied customer is our best advertisement**. Thousands help us by loaning their catalog, recommending our stock to friends, or requesting us to send a catalog to a neighbor. We want you to know that **your fine co-operation is greatly appreciated**. It makes us endeavor the more to furnish you the finest stock in the world, and most satisfactory service. The following enthusiastic praises are taken from our files. Addresses can be furnished upon request.

100% PERFECT STAND

"The 800 Fruit trees are **all living and making a remarkable growth**. Some are bearing now, the year after planted. I am highly satisfied with our business relations and do not hesitate to tell others."—Frank E. Hering. "Out of 850 fruit trees bought from you **we did not lose one**."—Dan Perrin. "Every one of the 550 Montmorency trees is growing. Neighbors won't believe they're only 2 years old!"—Bert Crandall. "My 13,000 berry plants made 100% perfect stand."—Daniel L. Smith.

PLEASE BIG PLANTERS

"Your cherry trees beat anything I ever saw before! From my order of 5,000 assorted trees only 6 have died."—Reuben Wenzel. "Out of 990 trees purchased from you, I lost only one."—Laberdy & Son. "Out of 400 Sweet Cherry trees only 2 died."—Deaner & Son. "My 125 Apple trees are **all growing fine**."—Ed. Lull.

SPEEDY GROWERS

"My 7/16 inch Peach trees bought of you made 3 to 5 feet of new growth the first year."—Artie Weaver. "The 50 Fruit trees planted last year have increased from 7/16 inch caliper to 1 1/2 inch."—Mrs. August DeRagisch. "The 800 Apple trees bought from you made 2 to 4 feet new growth the first year."—D. Palmer. "Your Asparagus roots were extra large and made a wonderful growth."—J. H. Fox.

BEAR QUICKLY

"I enclose a photo of my 100 Peach trees which bore 40 bushels of fruit the second year."—Arnold Alspaugh. "My neighbors are astonished to see ripe Grapes on the vines I set out this year."—J. B. Stemler. "Raspberry plants set out this spring are bearing already—were 1-yr. size."—Fredrick G. Stahl. "My Apple trees started bearing the year I planted them."—Mrs. H. Studebaker.

SAVED MONEY

"Your trees are nicer than some I bought in New York for **four times** as much money!"—Oscar Shanefelt. "I bought from three nurseries and your stock is growing as fast as some bought elsewhere for **twice as much money**."—Kendall Andrews.

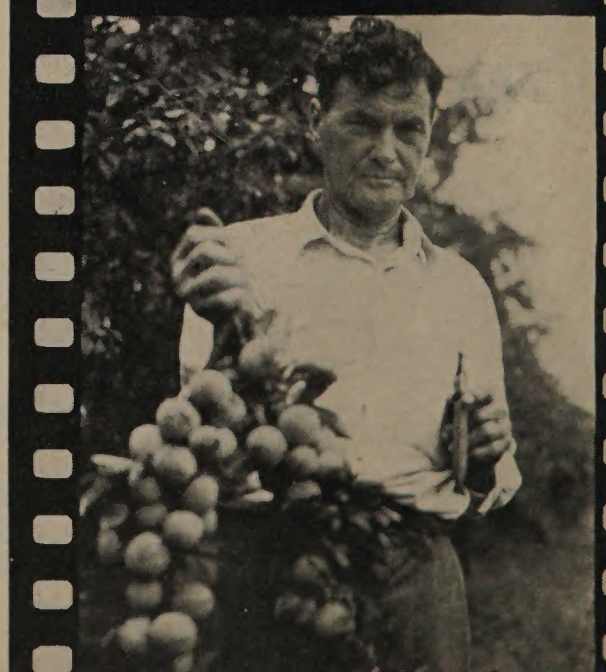
BEST IN THE WORLD

"Have grown Peaches for 30 years and bought stock of all leading nurseries, but **never before had trees that did as well as yours**."—C. R. Sheldon. "I bought stock from five other nurseries and **yours was the best of all**."—Jael S. Johnson. "My 400 fruit trees all grew and are loaded with true-to-name fruit."—Mundy's Gardens. "Have bought from many nurseries but never before saw **such an abundance of fine healthy roots on trees and plants**."—Fred V. Bors.

SERVICE—DEPENDABILITY

"It is unusual to find a nursery which takes such a personal interest in its customers."—Chas. Lang. "I am glad that I have found an honest nursery—your stock is simply **great**."—Chas. P. Savage. "Your motto for Square Dealing is **correct**. It's Emlong's stock for me from now on."—R. E. Stults. "I know lots of nurserymen, but you are the **most honest** of all."—Chris. Swarts. "I shall always recommend your nursery as the **squarest in the business**."—Roy H. Wogner.

(Copyright 1940—Emlong's Nursery.)



MAKE YOUR FARM

a Fruit-Bearing Paradise

GAIN WEALTH, HEALTH AND HAPPINESS

Out in the fresh air and sunshine all summer, watching things grow! That's what brings the greatest satisfaction from life. And **fruit is the ideal and easy crop to grow**, because a few acres bring far greater profit than many acres of ordinary crops. Mr. C. C. Potter, Livingstonville, N. Y., says: "There is only one thing nicer than a tree laden with fruit, and that's a pretty child!" Mr. Fred Marty, Monroe, Wis., says: "It is thrilling to walk through my orchard and watch my trees grow!"

Photos on these pages show orchards and berry fields bringing satisfaction and profits. Customers are eager to send us such pictures of success. **PHOTOS ON THIS PAGE SHOW:** (1) Strawberry field, (2) Apple Orchard, (3) Raspberry field, (4) Peach Orchard, (5) Grape Vineyard, (6) Asparagus field, (7) Young Plum Orchard, (8) Pear Orchard, and (9) Cherry Orchard in bloom.

BE YOUR OWN BOSS—ENJOY LIFE

Plant as many acres of fruit trees and fruit plants as possible every year. In almost no time your farm will be bringing you a fine income. If you have no farm, buy one and plant every acre to fruit. Follow the example of wise doctors, machinists, teachers, and other professional folks—invest your earnings in a fruit farm. When it comes into full bearing, retire to it and be your own boss. Fruit farmers enjoy all the good things in life.

MAKE \$300 to \$1000 PER ACRE

Government statistics show that \$1,461,250 were paid to **tree fruit growers**, and \$993,889 to **berry growers**, on the Benton Harbor, Michigan, market alone, in the year of 1938. This was only part of the income of this group of growers, for the balance of their crop was hauled to other markets, and sold at roadside stands. A few examples of what you could make are reviewed below:

STRAWBERRIES—W. A. Smith, Colo., says: "I netted right at \$3,000 last year from 3 acres of Gem Strawberries." **APPLES**—Summers Bros. cleared \$4,000 in 1938 from 25 acres of Apples. **GRAPES**—"Over 317 bushels picked from 520 vines just 3 years old. \$206 net profit." S. J. Zapp., Ky. (A bushel per vine is common from mature vines.) **RASPBERRIES**—"My Latham berries brought me 30c per quart." Mrs. C. W. Steele, N. Y. (If the yield averaged 300 crates or 3,600 quarts per acre she would make \$1,080 per acre.) **PEACHES**—"I sold my entire crop of O'Boy Peaches at \$2.25 per bushel wholesale." Geo. Schairer, Mich. (But even at \$1.00 per bushel, at 6 bushels per tree an acre would bring \$600 per year.) **BOYSENBERRIES**—"I made \$400 a year per acre from 10 acres Boysenberries." A. G. Hirschi, Okla. **BLACKCAPS**—"My Cumberland sold at 35c per quart." L. G. Lump, Nebr. (But even at 15c per quart, an average yield of 3,600 quarts per acre would bring \$540.) **BLACKBERRIES**—"I have an acre of Blackberries. I made \$700 from fruit last year." John Cheshier, Ill. **SWEET CHERRIES**—Average wholesale price on the Benton Harbor market in 1938 was \$2.40 per 16-quart crate. **PLUMS**—\$1.72 per bushel, etc.

START THIS SPRING

Get your share of this fine profit that is being made every year. Make your farm a place to be proud of by planting only high-grade stock from which you can harvest **A-Grade** fruit. Keep the dollars coming in from May until winter. And winter will find you every year with a tidy sum in the bank and a cellar full of canned fruit to eat!

[7]



Emlong's FAMOUS NORTHERN-GROWN APPLE TREES

FULL DESCRIPTIONS
ALL VARIETIES ON
PAGES 10 AND 11

Now **17¢**
AS LOW AS

Every tree guaranteed to be a perfect specimen! Grown right here on Emlong's fertile Michigan soil. Full of vitality and bearing-power. We ship **direct to you**—save you money—send you the best trees in the country! **ORDER IN JANUARY—GET THE DISCOUNT OFFERED ON PAGE 2.**

Prices, All Varieties Apple Trees

1-Yr., 3 to 5 Ft. Grade
(2-Yr. Roots, 1-Yr. Tops)

Each	5 Lots Each	10 Lots Each	25 Lots Each	100 Lots Each
29c	27c	25c	20c	17c

2-Yr., 9/16 Inch Caliper, 4 to 6 Ft. Grade

Each	5 Lots Each	10 Lots Each	25 Lots Each	100 Lots Each
38c	35c	33c	30c	25c

3-Yr., 11/16 Inch Caliper, Super-Size

Each	5 Lots Each	10 Lots Each	25 Lots Each	100 Lots Each
47c	45c	42c	37c	32c

Write for prices on large lots. See pages 10 and 11 for full descriptions of Apple varieties.

EMLONG'S
BIG McINTOSH

TURLEY
DARK RED
WINESAP

NEW
DARK RED
JONATHAN

"BIG 10" APPLE ORCHARD

Bushels and bushels of the finest apples in the world, every year, from your own trees! We send **ONE TREE EACH** of JONATHAN, McINTOSH, YELLOW DELICIOUS, BRIGHT RED DELICIOUS, STAYMAN'S WINESAP, YELLOW TRANSPARENT, WEALTHY, CORTLAND, GRIMES GOLDEN, HYSLOP CRAB. **NO DISCOUNT ON THESE OFFERS:**

10 trees, 2-Year 9/16 in., 4-5 Ft. **\$295** 10 trees, 2-Year 11/16 in., 5-7 Ft. **\$345**



EMLONG'S

3 Great Delicious Apples

- (1) **SOLID-RED-ALL-OVER DELICIOUS:** King of fancy winter dessert apples.
- (2) **YELLOW-GOLD DELICIOUS.** Finest-flavored yellow dessert apple in the world. (PHOTO GREATLY REDUCED.)
- (3) **BRIGHT RED DELICIOUS.** Famed for flavor, quality, and yield.

30 Delicious Trees

2-year, 4 to 5 ft.,
WELL-BRANCHED TREES
10 each of these 3 famous
strains. NO DISCOUNT.

\$6⁹⁵

12 Delicious Trees

2-year, 5 to 7 ft.,
WELL-BRANCHED TREES
4 each of these 3 famous
strains. NO DISCOUNT.

\$3⁶⁵



Four-year-old Emlong Apple tree showing valuable young-bearing habit.



Above: Section of row of Emlong's 2-year-old Apple trees, ready to dig for you.

Below: Typical branch from an Emlong-grown Yellow-Gold Delicious tree, showing the heavy-yielding ability.



Apples That Make

NEW STRAINS - BRIGHTER COLOR - HIGHER FLAVOR

Because they are 100% healthy, thrifty, true-to-name, and **have more roots**, Emlong-grown Apple trees **will do more** and are **worth more to you**. They are **budded on whole-root stock** and scientifically grown on our fertile

Michigan soil. Our **hardy northern strains will give you greatest satisfaction and profits**.

Plant Apple trees 35 to 40 feet apart. Interplant with peach trees for bigger and quicker returns. Order now—plant this spring.

Solid-Red-All-Over DELICIOUS

King of all Red Apples! Most popular for eating, storing and shipping. Colors all-over on the tree many weeks before ripe. Can be picked early, while still 100% solid, and stored for winter sales. Solid-Red-Delicious fruit is large, uniform in size and shape, and makes a fancy pack. Grown everywhere with equal success. Trees are hardy, thrifty and heavy producers. **All sizes trees, priced next page.**

Emlong's Bright Red DELICIOUS

The big, bright red Delicious which has gained nation-wide popularity for fancy dessert purposes. Our strain specially selected for **large size, bright color, heavy production**. Famed for hardiness and ability to thrive everywhere. One of the best winter shipping Apples. Plant a big orchard this spring. **All sizes trees, priced next page.**

Solid-Red-All-Over JONATHAN

The perfect winter storage Apple! One of the "big-6" money-makers, found in every paying orchard. High gloss, dark red-all-over color. Firm, white, fine, crisp, highly flavored flesh. Equally desirable to eat fresh, dried, or cooked. Trees are hardy, young-bearers, and enormous producers. Grown successfully from coast to coast. **All sizes trees, priced next page.**

Emlong's Bright Red JONATHAN

Jonathan rates equal to Delicious in popularity. One of the main winter storage Apples. Planted in large quantities in every paying orchard. Bright red, highly colored skin. Very firm, richly flavored flesh. Favored for eating, cooking, drying. Trees very hardy, bear young and produce enormous crops wherever grown. Sure to make money for you. **All sizes trees priced on next page.**

Solid-Red-All-Over ROME BEAUTY

Dazzling, dark red color spread all over, with no light marks. A large, beautifully shaped, showy Apple with fine, white, crisp, tasty flesh. Grand eating, cooking and drying Apple. One of the "big-6" winter storage Apples favored by successful growers. **All sizes trees, priced next page.**

Emlong's Yellow-Gold DELICIOUS

Rated by Apple critics the finest flavored Apple of all! Skin is lovely waxy golden with pale pink cheek on sunny side. Mellow, crisp, sweet, white, aromatic flesh. **Famed for young and heavy bearing**. Succeeds everywhere and brings big profits. Emlong's large-fruited strain cannot be excelled at any price. **All sizes trees, priced next page.**

Emlong's Bright Red McINTOSH

You'll surely like our extra-large strain of McIntosh, and make money from it! Bright, snappy, glossy red. Very showy and fragrant. The flesh is spicy, juicy, mild and white. Trees are hardy and bear young. Thrive and produce big crops even on poor soils. Fall variety, excellent keeper and shipper. **All sizes trees, priced next page.**

Emlong's Bright Red WINESAP

The famous Stayman's variety which **keeps the entire year around in storage**. A lovely, big, cherry-red winter sort popular for eating, drying, and cooking. Has a sweet, zippy flavor unlike other Apples. Flesh is juicy, fine and white. No orchard complete without this Apple. Trees are hardy, thrifty, big producers. **All sizes trees, priced next page.**

Solid-Red-All-Over WINESAP

Famous dark red Turley strain rated as one of the six best-paying Apples. Succeeds everywhere. Fruit matures to extra-large size, colors all-over solid red. Richly flavored, firm white flesh and firm skin. Does not crack during unfavorable weather. A superior fruit for eating fresh, cooked, or dried. Keeps in storage the year around. **All sizes trees, priced next page.**

Solid-Red-All-Over McINTOSH

The excellent, dependable, fall eating Apple, dressed up in a new brighter-red-all-over color to please your eye! Has the same sweet, mild, tangy flavor and juicy white flesh as regular McIntosh. Succeeds everywhere and sells on sight at higher prices because of its beauty. **Only one-year-old trees available this year.**

More Money for You

TOP QUALITY - LARGER SIZE - BIGGER PROFITS



You'll smile, too, when you see what a big crop of first-class Apples you produce on Emlong-grown northern trees!

Emlong's Direct-to-You Prices, All Varieties APPLE TREES

	Each	5 Lots Each	10 Lots Each	25 Lots Each	100 Lots Each
1-yr., 3-5 ft. (2-yr. roots, 1-yr. tops) . .	29c	27c	25c	20c	17c
2-yr., 4-6 ft. (9/16 to 11/16 in.), well branched	38c	35c	33c	30c	25c
3-yr., 5-7 ft., SUPER-SIZE, QUICK- BEARING TREES	47c	45c	42c	37c	32c

**DON'T OVERLOOK THE JANUARY DISCOUNT.
READ PAGE 2 FOR DETAILS.**

CORTLAND

Very worth-while, **quick-bearing**, full Apple. Very large, beautiful, delicious and profitable. Deep crimson color, over-spread with purplish bloom. Excellent for eating and cooking. Good pollenizer. Quick seller. All sizes trees priced above.

Solid-Red-All-Over DUCHESS

If you want Apple trees that bear "right now," plant Solid-Red Duchess! Often bears second year. Bright red skin, tender, sweet, acid flesh. Ready to eat and cook in midsummer. Very hardy and prolific. Excellent pollenizer. All sizes trees priced above.

Solid-Red-All-Over NORTHERN SPY

Ah! At last, your favorite winter pie and baking Apple dressed up in **dark-red-color-all-over!** This big, round Apple is now doubly popular. Wonderful keeper and shipper. Hardy, thrifty, heavy yielder. **Only one-year-old trees** available this year. Priced above.

BIG NORTHERN SPY

Big strain, full of flavor, winter pie and baking Apple. Greenish yellow skin, splashed and mottled with red. Trees very hardy, heavy bearers. **Only two-year-old trees** available. Priced above.

ANOKA

In great demand because it **bears right quick!** Known to produce fruit in the nursery row. Good pollenizer and heavy producer. Trees are extremely hardy. A yellow-green fruit, splashed brightly with red. Ripens late summer. **Only one-year trees** available. Priced above.

HARALSON

Rapidly becoming a popular standard variety in the northwest. Bright red fruit with delicious flavor. **Keeps the year around. Trees very hardy. Only one-year-old trees** available.

WEALTHY

The dependable pollenizer planted in every orchard to insure full crops on every tree. Large, red and green striped fruit with good, white, acid flesh. Favored for cooking and pie-making. **Very hardy, quick-bearing, prolific.** All sizes trees priced above.

GRIMES GOLDEN

The excellent golden winter storage Apple. Has great bruise-resistant quality. Solid, fine-grained, white flesh, mildly flavored. Popular for eating fresh, drying, cooking. Hardy dependable full cropper. All sizes trees priced above.

YELLOW TRANSPARENT

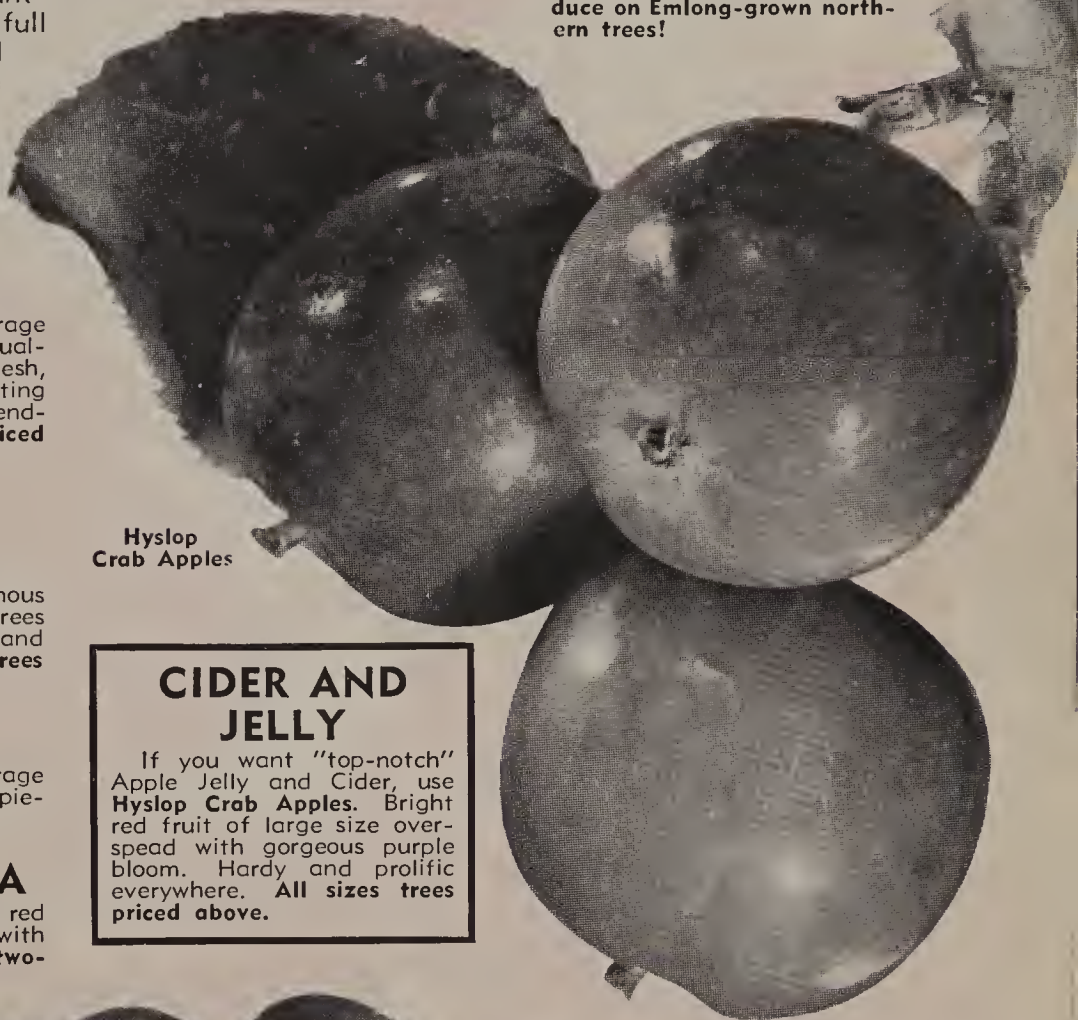
Bright yellow Apples in enormous quantities, right in midsummer! Trees **bear quickly and heavily** and stand **coldest climates.** Only **two-year trees** available—priced above.

BALDWIN

A favorite late-winter red storage Apple. Used for drying, baking, pie-making. **Only two-year-old trees.**

WINTER BANANA

Lovely, waxy yellow skin with red cheek. Juicy, fragrant, white flesh with unusual flavor. Early winter. **Only two-year-old trees** available.



Hyslop
Crab Apples

CIDER AND JELLY

If you want "top-notch" Apple Jelly and Cider, use **Hyslop Crab Apples.** Bright red fruit of large size over-spread with gorgeous purple bloom. Hardy and prolific everywhere. All sizes trees priced above.

Fancy Packs Like
This Bring Extra
Dollars For You



FANCY WINESAP APPLES

Bargain APPLE TREES

We select and label trees for you. Big assortment of popular varieties. First-class stock.

10	Trees, 1-Yr., 3 to 5 Ft.	\$1.50
10	Trees, 2-Yr., 4 to 5 Ft.	2.45
10	Trees, 2-Yr., 5 to 7 Ft.	2.95



World's Favorite Pie and Cider Cherry
Emlong's Large
MONTMORENCY

Do you like cherry pie and cider?

Do you need more orchard profits?

Emlong's Large Montmorency trees will fit right into those empty places in your yard, garden, field.

Increase your profit without extra work.

ALL-PURPOSE SOUR CHERRY

Who doesn't like those big, round, juicy, bright red, zippy-tasting fruit morsels? Deliciously sub-acid, good to eat right off the tree, or canned. Preferred by canners and pie makers to all other sour cherries. In fact, Emlong's Large Montmorency is now the only profitable Sour Cherry to grow, regardless of where you live. Fruit has remarkable keeping quality on the tree and after picked. Ripens midseason to late. Always an enormous yield of A-Grade fruit. For a well-balanced Cherry orchard, plant 50% Large Montmorency and 50% sweet varieties. Set the trees 25 feet apart. An acre requires only 64 trees. Order 64 at the 100 rate.

TREES BEAR YOUNG

Emlong's Large Montmorency trees bear very young—often the second year. Our big 2-year-old branched trees are likely to start bearing **this year** if you plant early! Our special strain of trees has been built up by careful selection of buds from the largest-fruited, heaviest-yielding trees in the famous Dukeshear orchards. Nurserymen and orchardists who visit our fields of Cherry trees proclaim them the finest in the world. They will make big, quick profits for you.

EMLONG'S TREES GROWN IN THE FRUIT BELT

This year Emlong's Nursery is Cherry-Tree Headquarters for the nation! We have the largest and best supply of both 1-year and 2-year-old, well-rooted, branched trees in the country. **The only mail order nursery offering our own home-grown northern trees! Buy direct and save money!** Order in January. Get the discount offered on page 2.

Large
Montmorency
Cherries

"BALANCED" Cherry Orchard

We select from our regular grade stock
 5 MONTMORENCY, 1 SCHMIDT, 1
 WINDSOR, 1 BING, 1 NAPOLEON,
 1 BLACK TARTARIAN Cherry Trees.

Your Choice of Sizes—the 10 Trees:

1-yr., 3-5 ft. 4 to 5 ft. 5 to 7 ft.

\$2.50 \$3.50 \$4.50

No Discounts On These Offers

Emlong's
Direct-to-You

Sale Prices

LARGE MONTMORENCY TREES

	Each	5 Lots Each	10 Lots Each	25 Lots Each	100 Lots Each
1-yr., 2-3 ft., 5/16 in. . . .			19c	17c	15c
1-yr., 3-5 ft., 7/16 in. . . .	33c	29c	27c	22c	19c
2-yr., 4-5 ft., 9/16 in. . . .	42c	38c	34c	29c	25c
3-yr., 5-7 ft., SUPER-SIZE QUICK-BEARING TREES . . .	52c	48c	45c	39c	35c

Write wholesale department for special prices on larger quantities.
 Cash discounts for early orders. See page 2.

EMLONG'S NURSERY, Stevensville, Mich.



**BIGGEST
SWEETEST,
JUICIEST, BEST
SWEET CHERRIES
in the WHOLE WORLD!**

Grow them Yourself!

You'll never know how good Sweet Cherries can taste until you grow them in your own yard. Or how much profit they can bring you until you plant Emlong's Hardy Home-Grown, Northern strain. Set Sweet Cherry trees 25 feet apart. An acre requires 64 trees. Order 64 or more at the hundred rate. Set two or more varieties to insure perfect pollenization. Here are the most popular kinds:

SCHMIDT

When you pick your first Schmidt Cherries, you'll agree with big orchardists that they are the height of excellence. Each Cherry is a giant, dark purple-black morsel of goodness. Crisp, dark flesh is luscious, juicy, and sweet even before fully ripe. Schmidt Cherries ripen medium late. A great canning and shipping sort. The trees are thrifty growers, bear young and heavily, and are sure croppers. Available in **all grades listed below.**

BLACK TARTARIAN

A Sweet Cherry that everyone likes. Emlong's selected large-fruiting strain ripens early and is extremely popular for eating and shipping. Fruit is glossy, purplish black. The flesh is tender, richly colored, mild, sweet and juicy. Trees grow large and produce big annual crops. Available in **all grades listed below.**

BING

Giant, plump, round, beautiful! The delicious brownish black-red, sweet dessert Cherry which tastes so good in mid-summer. Trees available in **all grades listed below.**

SENECA

Earliest of All Black Sweet Cherries

Ripens two weeks ahead of others, bringing you the first high, enthusiastic cherry profits. A first-quality fruit, with purplish black flesh and skin. Bears as heavy as Tartarian and is just as hardy. Trees available only in **one-year grades listed below.**

WINDSOR

You can't have a good-paying Sweet Cherry orchard without Windsor! It's the big, blackish red Sweet Cherry that ripens late and clings to the tree long after full ripe. Marvelous firmness, flavor, keeping and shipping quality. Trees are hardy, prolific, and regular bearers. Available only in **one-year grades listed below.**

LAMBERT

After other sweet cherries are gone, Lambert comes along to get the last dollars! Richly flavored, dark red sweet. Trees available only in **two-year grades listed below.**

NAPOLEON

Popular heart-shaped, golden yellow sweet with pink cheek. Trees available only in **one-year grades listed below.**

**Actual Photo
Giant Black
Sweet Cherries**

GIANT BLACK

Here is our "pet" Sweet Cherry, and here are four good reasons: The cherries are **larger** than other kinds. Trees **bear more fruit** than other kinds. **Flavor is exquisitely finer, sweeter and richer** than that of other varieties. Fruit holds up on the tree long after full ripe. It's a beautiful, blackish purple heart-shaped fruit, admired by all. Plant at least two trees this spring. Available in **all grades listed below.**

Prices: All Sweet Cherry Trees, except Giant Black. Add 10c per tree for Giant Black.

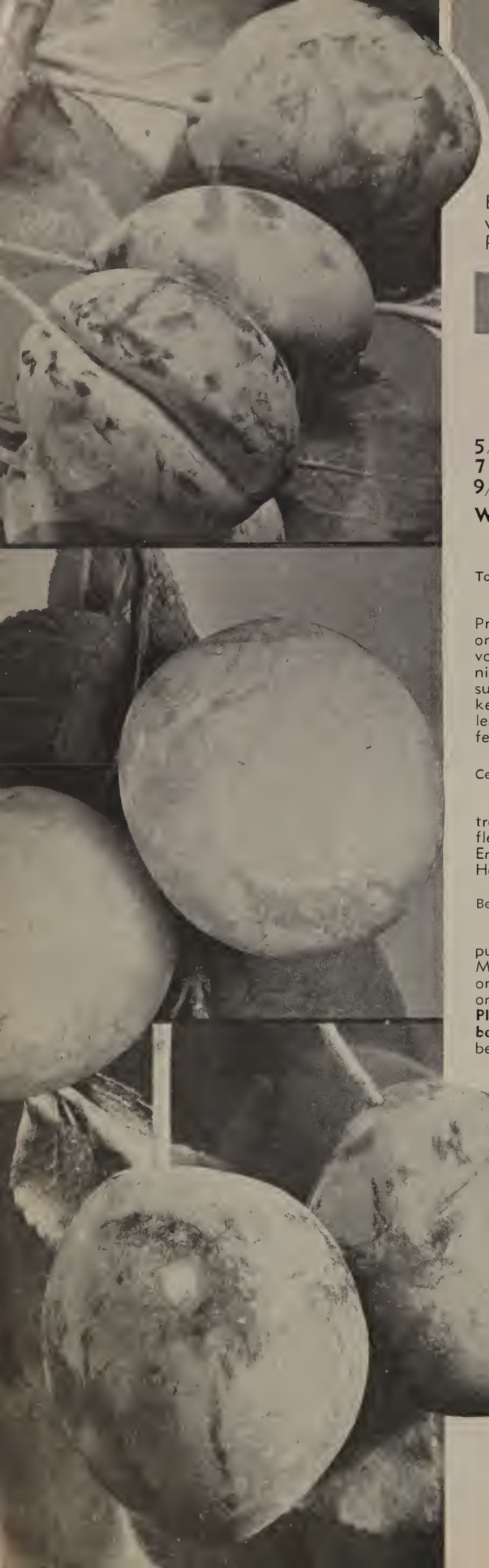
	Each	5 Lots Each	10 Lots Each	25 Lots Each	100 Lots Each
1-yr., 2-3 ft., 5/16 to 7/16 in.			28c	25c	22c
1-yr., 3-5 ft., 7/16 to 9/16 in.	39c	37c	35c	32c	29c
2-yr., 4-5 ft., 9/16 to 11/16 in.	49c	46c	43c	39c	36c
3-yr., SUPER-SIZE, QUICK-BEARING . . .	59c	55c	52c	49c	47c

**"ALL SWEET"
CHERRY GROVE**

We send one tree each of SCHMIDT, WINDSOR, NAPOLEON, BLACK TARTARIAN, BING. Regular grade stock. THE 5 TREES—YOUR CHOICE OF SIZE:

1-yr., 3-5 ft. 4 to 5 ft. 5 to 7 ft.
\$1.50 \$2 \$2.50

(No discount on these offers)



Emlong's
Famous

Plum Trees

FOR QUICK CASH CROPS OF FRUIT

If you want trees that bear quickly, plant plenty of Plums. Emlong's Plum trees often bear the second year. Select several varieties to insure perfect pollenization. Set 25 feet apart, 64 Plum trees plant an acre.

See What You Save Here!

Emlong's DIRECT-TO-YOU PRICES ALL PLUM TREES ON THIS PAGE

	Each	5 Lots Each	10 Lots Each	25 Lots Each
5/16 to 7/16 in. cal., 2 to 3 ft. . .	32c	29c	27c	24c
7/16 to 9/16 in. cal., 3 to 5 ft. . .	45c	42c	37c	32c
9/16 to 11/16 in. cal., 4 to 6 ft. .	58c	55c	52c	48c

WRITE FOR PRICES ON LARGER LOTS. ORDER IN JANUARY.
SEE DISCOUNT OFFER ON PAGE 2.

Top— ITALIAN PRUNE

LATE. Big, purplish blue-black Prune-Plum with greenish yellow flesh and free stone. Leading commercial variety for shipping, drying, and canning. When ripe it is juicy, aromatic, sub-acid, pleasantly flavored. Great keeping quality. Strain known as Feltenburg in the East. Plant it with perfect confidence.

Center— IMPERIAL GAGE

MEDIUM EARLY. Large, beautiful, translucent green Plum with golden flesh. Deliciously rich, juicy and sweet. Endorsed by housewives for canning. Hardy, dependable, and productive.

Below— GRAND DUKE

MIDSEASON. Giant size, beautiful purple-blue Plum with golden flesh. Wonderful sub-acid flavor. A favorite among successful growers for shipping and canning. One of the few **large Plums** which you can depend upon to **bear enormous crop.** Brings **high profits** because of **size, beauty, and quality.**

BLUE DAMSON

The little blue-black Plum that ripens midseason. Extremely popular for Plum preserves and canning, as the juice and flesh turn rich red and hold their color. Hardy, dependable, tremendous bearer, wonderful shipper. Freestone strain.

GERMAN PRUNE

MEDIUM LATE. Gorgeous, large, blue Prune-Plum overspread with thick bloom. Not too acid to eat fresh. Popular with big growers because of its firm shipping quality. Used for drying and canning. Grown everywhere. Trees are hardy, upright growers, big producers.

IMPERIAL RED PRUNE

Plant a big assortment of Plum varieties to secure highest profits—but be sure to include Imperial Red Prune. It ripens in the early Prune season, closely resembles German Prune but has dark red-purple skin and is semi-free. Sweet, juicy, yellow flesh. Excellent canner and shipper.

Other Plums—Stanley, page 17; Dunkleberg, page 16, Eureka, page 5.

"Big 10 Plum Orchard"

We select and label 2 trees each of 5 different popular, big-yielding kinds, including proper balance for pollenizing.

YOUR CHOICE OF THE FOLLOWING SIZES:

10 TREES 2 to 3 ft.	\$1.95	10 TREES 3 to 4 ft.	\$2.50
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(No discounts on these offers.)

"Plum and Pear Orchard"

A grand Bargain! We send ONE TREE EACH of Lincoln, Bartlett, Kieffer, Douglas, Clapp's Favorite Pears; German Prune, Red Prune, Eureka, Grand Duke, and Dunkleberg Plums. All 3- to 4-ft. size.

THE 10 TREES **\$2.75**
For Only

(No discount.)

**Emlong's
Famous**

Pear Trees

GROWN IN THE HEART OF THE FRUIT BELT

They "do more" for you, no matter where you live, because **greater root system** gives them **super-bearing power** and the **super-pep to produce top-grade fruit**. Guaranteed to please. 64 Pear trees, set 25 feet apart, plant an acre.

Real Quality at Low Cost

Emlong's
Direct-to-You

Prices All Varieties Pear Trees On This Page

	Each	5 Lots Each	10 Lots Each	25 Lots Each	100 Lots Each
3 to 4 ft., 7/16 to 9/16 in. caliper	39c	37c	35c	32c	29c
4 to 5 ft., 9/16 to 11/16 in. caliper	49c	46c	43c	39c	36c
5 to 7 ft., SUPER-SIZE, QUICK-BEARING	59c	55c	52c	49c	47c

(Write for prices on larger quantities. Don't overlook the January discount—see page 2.)

BARTLETT — Favorite Summer Pear

Still the most widely grown and biggest-selling Pear. Bartlett sets the standard for excellence in flavor and quality. A big waxy yellow fruit with red cheek and uniform shape. Fine textured, juicy, white flesh, free from graininess and superbly flavored. A favorite for canning, eating, shipping, summer storage. Trees are hardy, thrifty growers, regular bearers.

CLAPP'S FAVORITE

Big Late-Summer Pear

Always tops the market price because the fruit grows so large, and looks so beautiful. Smooth, greenish yellow skin with dark red blush. Very attractive shape. Has fine-grained, crisp, juicy, sweet flesh. Very resistant to bruising. Excellent shipping and storage type. Ripens after Bartlett. Hardy, and a **big producer**.

WILDER — Early Summer Pear

Medium-size, fancy eating Pear you'll appreciate greatly because it comes so early. Yellow with red cheek. Luscious fine tender white flesh. Strong grower, good bearer.

Clapp's Favorite, the dependable, big-yielding Pear which big orchardists all grow. Thrives where others fail. Plant a complete assortment of Pears and be sure to include plenty of Clapp's Favorite.

KIEFFER—Big Winter Storage Pear

A great big, greenish yellow Pear which can be picked in late fall and stored for winter use. Turns yellow and mellow in storage. Marvelous firm flesh and skin makes shipping easy. A favorite for baking and canning. Kieffer trees are upright, vigorous growers, very hardy, and dependably heavy annual bearers.

SECKEL—Little Red Sugar-Pear

Everyone likes these little Sugar-Pears to eat right off the tree, and to pickle whole for winter use. Seckel trees are hardy, thrive everywhere, and always produce big crops.

DOUGLAS—Quick-Bearing Pear

After summer Pears are gone, and Kieffer is not yet ripe, Douglas fits right into the picture. Fruit is large, yellow with pink blush. Delightful flavor. Said to resist blight. Can be left right on the tree to ripen. Dependable, hardy, **BEARS VERY YOUNG**.

SHELDON—Early October Russet

Here's that large, round, russet-and-red fall Pear that everyone enjoys eating. Its rich, melting, buttery, sweet flavor makes it a favorite dessert sort. Keeps well and bears well. Hardy and dependable.

BOSC—Long-Neck Winter Dessert Pear

Of course the Pear orchard is not complete without Bosc. Pick those artistic, long-neck, russet-yellow Pears in late fall, wrap them in tissue and put them away for Thanksgiving and Christmas. They taste good and sell good. Trees grow small but bear well. (No super-size trees.)

Other Pears:

New Seedless, page 4.

Lincoln, page 16.

Dwarf Pears, page 17.

Douglas
Quick-Bearing
Fall Pear



Delicious little red Sugar-Pears.
Have them in your own yard!

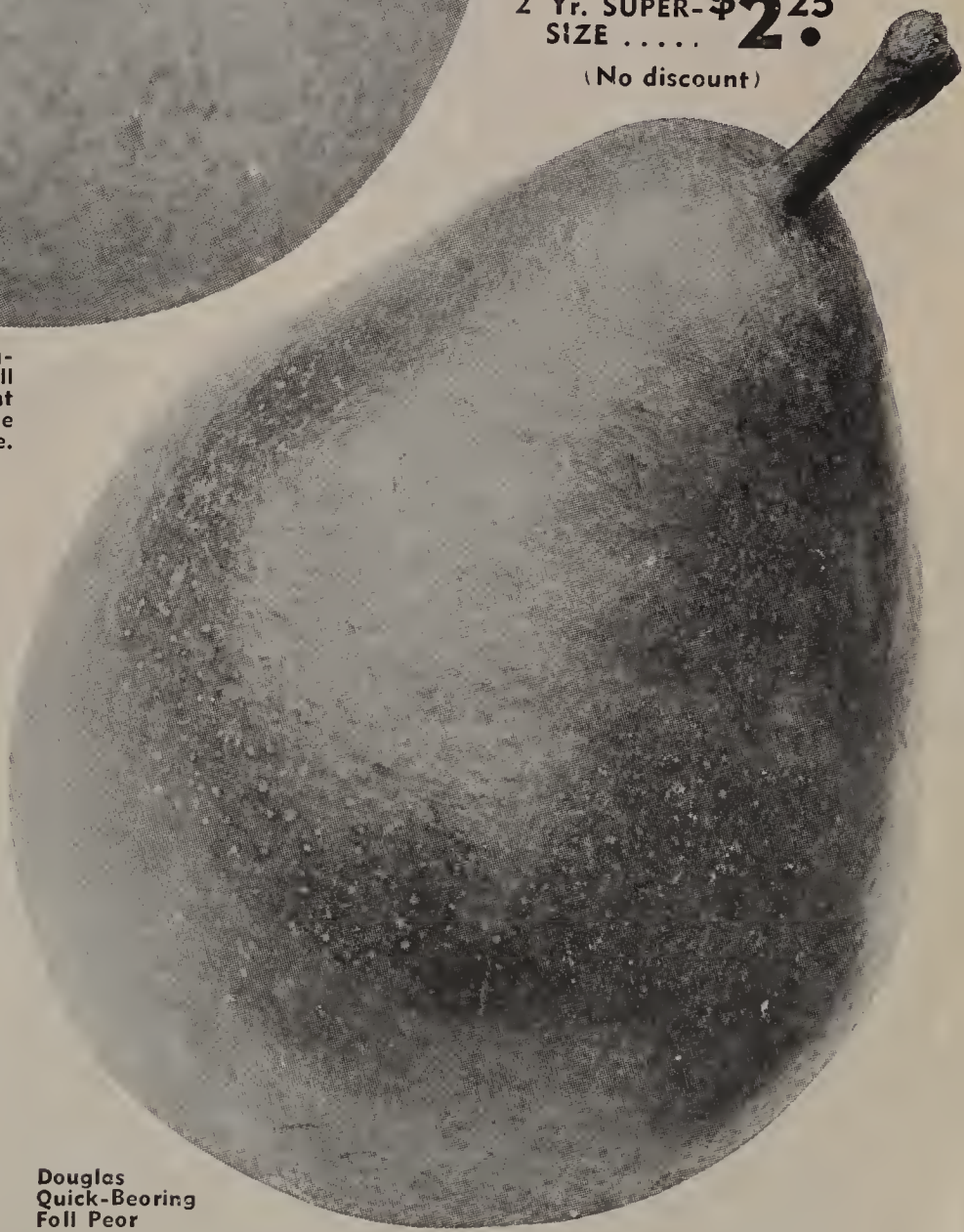
EMLONG'S QUICK CROP PEAR ORCHARD

Choice assortment containing one tree each LINCOLN, DOUGLAS, SHELDON, SECKEL, WILDER and CLAPP'S FAVORITE. 6 TREES:

2 Yr. 4-5 Ft. **\$1.85**

2 Yr. **SUPER-SIZE** **\$2.25**

(No discount)





Dunkleberg Plum

MAKES MONEY *for* **SHIPPERS and CANNERS**

I don't know where or when Dunkleberg Plums originated, but many big fruit farmers here in Berrien County have been growing them for years. They claim that Dunkleberg plums bring them **MORE BUSHELS** of fruit, and **MORE PROFIT PER TREE** than any other variety. That's enough to make them worth growing, isn't it?

There's no better canning plum than Dunkleberg. It holds the dark purple color of skin and keeps its shape. The flesh is fine and yellow, stone small and free. And I'll guarantee that you can eat Dunkleberg canned plums **without squinting!** They're really sweet.

Dunkleberg trees are self-pollenizing, very hardy, healthy, and bear young. Mrs. L. Hora, Berrien Springs, Mich., says: "Our Dunkleberg trees are loaded with fruit every year until they bend to the ground. **Never miss a crop.**" Ripen ahead of prune-plums. Always bring top market price. Plant an acre this spring. Let Dunkleberg put extra dollars in **your pocket.** **Order today.**

"HIGH FLAVOR" PLUM GROVE

One tree each of
Stonley, Dunkleberg,
Grand Duke, German
Prune, Eureka, Red
Prune.

2 to 3 ft. \$1.19

3 to 4 ft. \$1.75

(No discounts)

Lincoln Pear

No wonder Lincoln is the leader in Mid-western states! It is outstanding for hardiness, thrifty growth, young-bearing, heavy yields, long life, and quality. A favorite for eating, canning and shipping. Ripening late summer, the jumba-sized fruit becomes yellow with pale green and pink tints. It's a "picture-pear," with crisp, white flesh that's mellow and sweet. No trace of graininess. Growers say it has never blighted. Something you can **depend on**, and plant with confidence. **Order today.** Priced below.



DUNKLEBERG—The Plum That's SWEET When Canned

Emlong's Low Prices: DUNKLEBERG and LINCOLN TREES

	Each	5 Lots Each	10 Lots Each	25 Lots Each
3 to 4 ft., 7/16 to 9/16 in. . . .	47c	42c	39c	36c
4 to 6 ft., 9/16 to 11/16 in. . . .	57c	52c	47c	43c
5 to 7 ft., SUPER-SIZE TREES . . .	67c	62c	57c	52c

Write for prices on larger quantities. Get the January discount.
Read page 2.

LINCOLN—
The Jumbo
Pear



New Stanley Prune *A Masterpiece Plum Creation*

Stanley is one of the prize-winning Prune-Plums originated at the N. Y. Exp. Station. A cross between Agen and Grand Duke.

I heard that Roy Anderson of Covert, Michigan, was testing Stanley in his Plum orchard. So I called on him during the summer of 1939 and confirmed the following facts:

(1) Stanley trees, planted in an orchard with 10 or 12 other varieties made a **greater and more balanced growth** than that of other varieties the same age.

(2) Two-year-old trees had fruit on them, and three-year-old trees **were loaded almost the entire length of the branches.** (Other varieties the same age had only an occasional Plum on them.)

(3) Stanley **bears a full crop every year,** even after very severe winters, proving its **hardiness.**

(4) It's a big, beautiful, oblong, dark blue Plum, thickly overspread with blue bloom. Beautiful to behold!

(5) The **flavor surpasses anything** in the Plum line! **Rich, sweet, mild,** and luscious

to eat right off the tree. A real delicacy canned and dried for winter.

(6) Golden flesh is **firm and of excellent quality.** Skin stands rough handling and **long distance shipping.** Holds its shape and rich color when canned. **FREESTONE.**

(7) **Ripens 10 days ahead of other Prunes.** Always **taps the market.** You can plant Stanley with perfect confidence that **your returns will be quick, regular and high!** Give it this 7-point test in your own orchard. 64 trees, set 25 feet apart each way fill an acre.

Below—Dwarf Pear Tree



GENUINE STANLEY PRUNE AT EMLONG'S LOW PRICES

	Each	5 Lots Each	10 Lots Each	25 Lots Each
2 to 3 ft., 5/16 to 7/16 in.	42c	39c	35c	32c
3 to 4 ft., 7/16 to 9/16 in.	52c	49c	45c	42c
4 to 6 ft., 9/16 to 11/16 in.	67c	65c	59c	55c

ORDER EARLY. SEE PAGE 2 FOR SPECIAL CASH DISCOUNTS.

Dwarf PEAR TREES

You'd scarcely believe that these little Dwarf Pear Trees could **bear so young and produce such enormous loads of fruit every year.** But they do! (See photo at left.) Plant them 10 feet apart, and get a lot of trees on a small plot of ground. Budded on dwarf quince roots, they never grow large. Often trained as espaliers and fences by old-world gardeners, but **you get more fruit** by growing them as trees. Choice of **BARTLETT** or **CLAPP'S FAVORITE** varieties.

Emlong's LOW PRICE DWARF PEAR TREES:

	Each	10 Lots Each	25 Lots Each
2-yr., 2-3 ft. branched	40c	35c	25c
2-yr., 3-5 ft. branched	50c	45c	35c

Bargain
3 DWARF PEAR TREES
3 to 5 ft. tall.
2 Bartlett 1 Clapp's Fav.
For only **\$1.35**
Postpaid

**Emlong's
FAMOUS**



PEACH TREES

GROWN IN THE HEART OF THE GREAT FRUIT BELT

Our Direct-to-You Prices SAVE YOU MONEY on Guaranteed FIRST-QUALITY Trees

PRICES apply to ELBERTA, J. H. HALE, SOUTH HAVEN,
GOLDEN JUBILEE and HALE-HAVEN VARIETIES.

	Each	5 Lots Each	10 Lots Each	25 Lots Each	100 Lots Each
5/16 to 7/16 in. caliper, 2 to 3 ft.	22c	19c	17c	15c	14c
7/16 to 9/16 in. caliper, 3 to 4 ft.	25c	23c	21c	19c	17c
9/16 to 11/16 in. caliper, 4 to 5 ft.	32c	29c	27c	24c	21c
11/16 in. and up, SUPER-SIZE, QUICK-BEARING....	47c	43c	37c	34c	31c

WRITE FOR PRICES ON LARGER LOTS OF TREES. GET THE JANUARY
DISCOUNT — READ PAGE 2



The Great
Elberta

VERY IMPORTANT TO YOU!

EMLONG-GROWN PEACH TREES ARE BUDDED FROM BEARING ORCHARDS, BUDS BEING SELECTED RIGHT HERE IN BERRIEN COUNTY. That means you can really depend upon them not only being TRUE TO NAME, but also of the HEAVIEST FRUITING STRAINS, and the STRAINS WHICH BEAR THE LARGEST, BRIGHT-EST COLORED FRUIT. (Most nurseries cut their propagating buds out of a block of young trees planted for that purpose, but which have never borne fruit. Hence they cannot be certain of getting the correct variety or strain.) We are LOCATED RIGHT IN THE GREAT PEACH BELT ALONG LAKE MICHIGAN, with millions of bearing trees within easy reach. The job of selecting buds is entrusted only to ONE TRAINED, RELIABLE MAN.

Emlong-grown Peach trees are all DORMANT-BUD stock, which means that they have 2-year-old roots and 1-year-old tops. They are FAMED FOR BIG, ABUNDANT ROOT GROWTH. PLANT THEM ONCE—YOU'LL NEVER WANT ANY OTHER BRAND IN THE FUTURE!

Set Peach trees 20 feet apart each way. They can be planted between apple trees, as they bear in two years and produce a paying crop while the apple trees are maturing. Can be removed when the apple trees become large enough to crowd them.

SEE PAGES 19, 20, 21, and 22 FOR OTHER PEACH TREES.

Emlong's GREAT ELBERTA

No other Peach has ever attained equal success and fame from coast to coast as Elberta. Four times more Elberta trees are planted than any other one variety. It's a roundish oval Peach with golden yellow skin blushed red on one cheek. Ripens midseason to late. The chief canning and shipping sort because of its firm quality and good flavor. Freestone and self-pollenizing. Elberta trees are strong growers, hardy, and enormous producers. Plant 25% of your new orchard to Elberta—but be sure to use Emlong's northern strain, selected from bearing trees in Henry Bartz's big orchards.

Emlong's Big Beauty HALE

J. H. Hale is always in big demand for fancy dessert purposes, both fresh and canned. Housewives endorse it by paying higher prices for it! Big, round beauties with yellow skin, deeply blushed scarlet. Skin is almost fuzzless. Flesh is fine grained, firm, juicy and exquisitely flavored. Freestone and semi-fertile. Plant plenty of J. H. Hale for fancy market and home use. Use a good pollinizer like Rochester or South Haven for every third row. Emlong's big Hale strain was carefully selected from the giant-fruited trees in the Jakway orchards.

Emlong's Prolific SOUTH HAVEN

Often re-named by other nurseries, but still the same dependable Peach, famed from coast to coast for BIG YIELDS of DELICIOUSLY FLAVORED FRUIT. Fancy, round, golden Peach brightly splashed with red. Retains its wonderful rich flavor after canned. Ripens 10 to 15 days before Elberta. It is freestone and self-fertile. Outstanding for hardiness. Emlong's strain was bud-selected from the big Sommers' orchards. . . .

Emlong's Flavorful ROCHESTER

Here's that rich flavored, extra early, round orange colored Peach with blazing red cheeks and markings! Firm skin and flesh make it an excellent canner and shipper. Contracted in great quantities by commercial canners. Freestone. Perfect pollinizer, tremendous producer. Should be thinned to secure larger fruit. Emlong's strain comes from the big Paul orchards.



Big Beauty
J. H. Hale

Fancy Packs
of Fancy Fruit
Bring Fancy
Prices!

INCREASE
YOUR PEACH
PROFITS as
much as 50%.

Don Byers' New

HARDEE Peach

When winter temperatures drop way down low, killing 75% to 100% of the buds on your other Peach trees, **Hardee** comes through with a good crop anyway! Rated as No. 1 for hardiness, it produces 50% more fruit than other so-called hardy Peaches, after severe winters.

Hardee Peaches are oblong in shape, similar to Elberta, having about the same color. They rank higher than Elberta in flavor and quality. Ripening about with Elberta, they can be left on the tree and picked later because of their keeping ability.

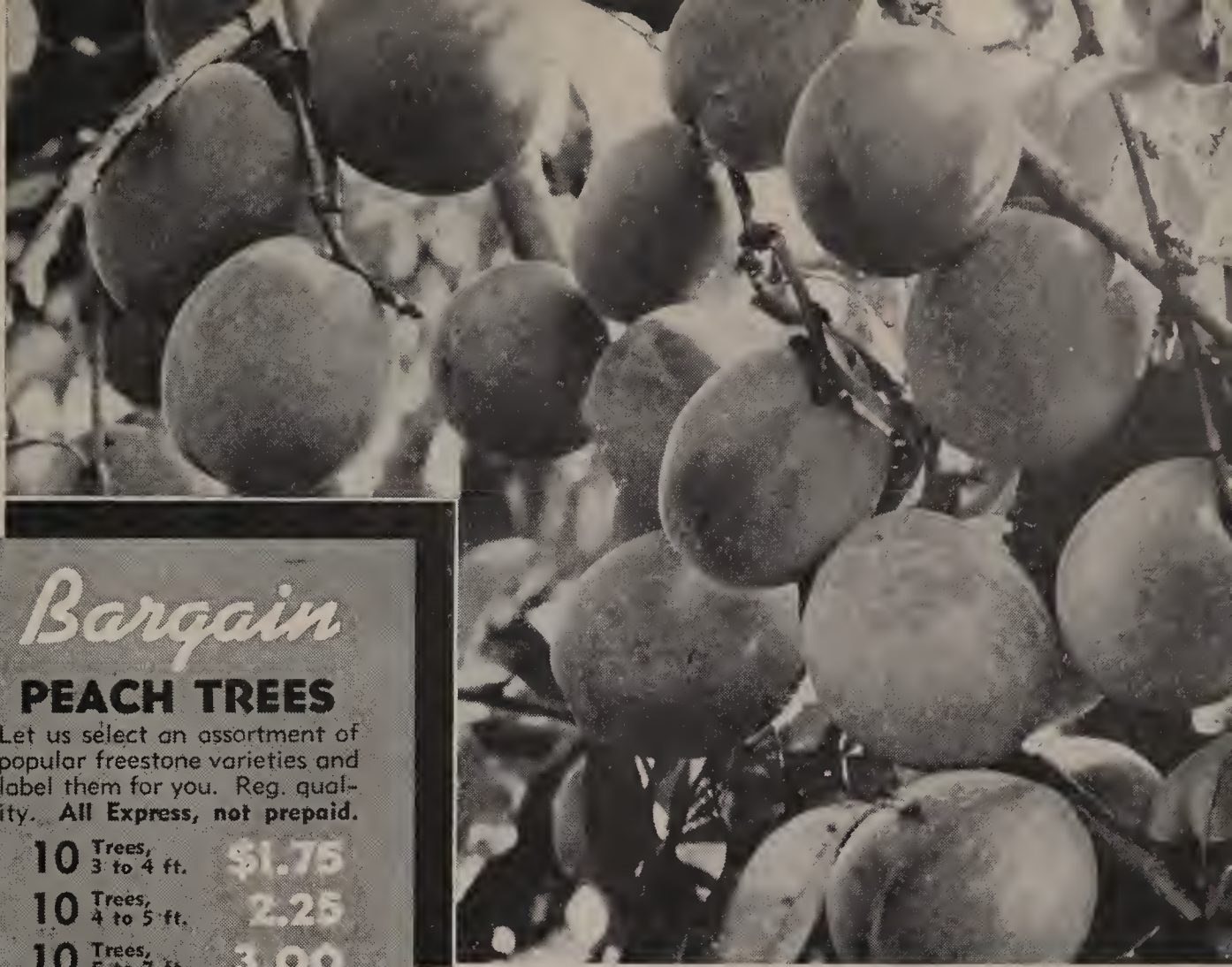
A self-pollenizing, freestone Peach highly recommended for general market purposes. Plant some of them every year to be sure you will have fruit during seasons of severe frost or drought. It is hardy both in bud and wood. Recommended by Prof. Ellenwood, Ohio Experiment Station. Tested and found reliable for 12 years!

Prices, **HARDEE PEACHES:**
(Plant Pat. 120)

	Each	10	100
7/16 in. cal., 3 to 4 ft.	\$0.45	\$4.00	\$35.00
9/16 in. cal., 4 to 5 ft.	.55	5.00	45.00

Emlong's Brilliant GOLDEN JUBILEE

Introduced by the New Jersey Experiment Station several years ago, this grand variety was eagerly popularized by Peach growers as a big-paying early commercial sort. Ripens with Rochester. Somewhat oblong in shape, it colors to brilliant apricot-gold with dazzling red blushes. Wonderful flavor. Fine, juicy, golden flesh. Freestone, very hardy, and a perfect pollinizer. Buds for Emlong-grown trees selected from the Sill orchard. **Priced on page 18.**



A "Peek" Into a Golden Jubilee Peach Tree

Emlong's Magnificent **HALE-HAVEN**

Second only to Elberta in popularity and in the number of trees planted! Each Peach is a great big round handful of rich, snappy, tempting sweetness with a flavor you never forget. Skin ripens to rich orange all over, deeply over-spread with glowing carmine-red. Colors on the tree, long before ripe. Plant 25% of your new orchard to this dependable variety.

Hale-Haven ripens about 15 days ahead of Elberta. It is freestone and perfectly self-fertile. In great demand for fresh desserts and canning. Trees grow rapidly, bear quickly, and never fail to produce a bumper crop. Ranks No. 1 for hardiness in bud and wood. Emlong's strain was bud-selected from the Wm. Bortz orchard. **Priced on page 18.**

Emlong's Trees are FAMED FOR DEPENDABILITY

[19]

HALE-HAVEN PEACHES

Note Fine-Textured Flesh





Your New Flavor Treat

Emlong's EARLY DISCOVERY

The "White-Honey" Peach

Like drops of purest, sweetest, white-honey, the fine flesh of this lovely Peach thrills the taste! Its rich fragrance fills the air. These big, creamy white beauties have skin like smoothest velvet, almost fuzzless. They're splashed all over with dazzling red color just as though Jack Frost had painted them. **Ripen right in July**, just when you really start to get "peach-hungry."

Best of all, this "White-Honey" Peach has **firm flesh and skin** so that it can be shipped. Fruit carried 500 miles on a hot July day was in perfect condition to photograph the next afternoon. The trees are **rapid growers, USUALLY STARTING TO BEAR THE SECOND YEAR!** They rate with the best Peaches for **hardiness**, never having missed a crop during 8 years of testing. Grown and sold only by Emlong's. Originated by R. Z. Nolon, of Godfrey, Illinois, who will vouch for its being the **EARLIEST, LARGEST, SWEETEST, AND MOST BEAUTIFUL WHITE PEACH EVER GROWN. PLANT IT THIS SPRING IN YOUR ORCHARD—ORDER TODAY.**

PRICES, EARLY DISCOVERY: "White-Honey" PEACH TREES

	Each	10 Lats Each	25 Lats Each
3-4 ft., 7/16 inch caliper	35c	25c	20c
4-5 ft., 9/16 inch caliper	45c	35c	30c
5-7 ft., 1 1/16 inch up, super size	55c	40c	35c

Order in January—get the discount. See page 2

"BIG 10" Peach Orchard

Contains 2 ELBERTA, 2 HALE-HAVEN, 2 EARLY DISCOVERY, 1 GOLDEN JUBILEE, 1 J. H. HALE, 1 SOUTH HAVEN, 1 FERTILE HALE. (10 trees in all.) NO DISCOUNTS.

3 to 4 Ft. 4 to 5 Ft. 5 to 7 Ft.

\$1.95 \$2.35 \$2.95

Write for prices on larger quantities of trees. Read the back of catalog envelope for a chance to get one of these trees free. Have ripe Peaches in June and July.

O'Boy

THE PERFECT PEACH

Emlong's
Exclusive
Trade-Mark
Registered

If You Are Looking For the Largest,
Richest, Most Beautiful Peach In
the World, Here It Is!
Watch the Scores

SCORE 1—100% FOR BEAUTY. Everyone who sees it exclaims excitedly, "O'Boy, what a perfect and beautiful peach!" That's why we named it O'Boy. It is round and uniformly shaped. Glowing orange skin is brilliantly blushed all over with gorgeous red, even before ripe. Yes, even the old-time Peach growers look at O'Boy with amazement!

SCORE 2—100% FOR FLAVOR. The minute you taste either a fresh or canned O'Boy Peach you'll agree that it is the most highly flavored Peach you ever ate. The flesh is rich orange. There's a sunburst of bright red around the pit, which glorifies the flesh and imparts a superbly rich flavor to it. This peach-red color is retained in the canned fruit and juice. We can them exclusively for our home table. Everyone praises them!

O'Boy!

**COLORED ALL OVER
WITH GLOWING RED**

SCORE 3 — 100% FOR SIZE. It's the largest Peach ever seen in southwestern Michigan. Makes the other fifteen or more profitable Peach varieties look like dwarfs!

SCORE 4—100% FOR QUALITY. O'Boy tops the list for quality. Firm of flesh and skin, they hold up under long-distance shipping, even in warm weather. Freestone and self-pollenizing.

SCORE 5—100% FOR PROFITS. The lowest wholesale price paid for O'Boy peaches has been \$2.25 per bushel. Buyers fight for them on the market. Ripens when Elberta is finishing. There's a place in your orchard for this **young-bearing big-paying Peach**. Why not increase your own orchard profits with this "Worth-More" variety? Sold only by Emlong's Square-Dealing Nursery. **Order yours today.**

PRICES, O'BOY PEACH TREES:

	Each	10 Lots Each	25 Lots Each
3 to 4 ft., 7/16 inch caliper	75c	65c	55c
4 to 5 ft., 9/16 inch caliper	85c	75c	65c
5 to 7 ft., super size	95c	85c	75c

Order in January. Get the discount. Read page 2.

O'Boy

Orange flesh darted
with red sunburst.
Just "oozing" with
goodness and flavor.

EMLONG'S NURSERY, Stevensville, Mich.

After
Elberta

FERTILE HALE

ADDS 20% TO YOUR PEACH PROFITS

When you've finished picking your Elberta Peaches it's mighty nice to know that you can still add about 20% to your Peach income! Fertile Hale ripens about a week later than Elberta. It's an Elberta-Hale type Peach, resembling Elberta in **shape, color,** and **quality.** Has the rich **Hale flavor.**

Fertile Hale is a golden yellow fruit with attractive deep red blush. The flesh is exceptionally firm, fine-grained, and richly flavored. Holds its color, shape, and flavor after canned. We recommend it heartily for canning and shipping purposes. It is freestone, and perfectly self-pollenizing.

Successful orchardists agree that Fertile Hale ranks with the best in **hardiness** and **ability to withstand draught** and produce a **full crop of perfect fruit every year.** Everyone who has grown it wants to plant more. There is a definite place for Fertile Hale in your orchard. Don't overlook this extra source of income. Plant this spring. (U. S. Patent 175.)

PRICES, FERTILE HALE TREES:

	Each	10 Lots	25 Lots	100 Lots
		Each	Each	Each
5/16 in. cal., 2-3 ft...	40c	30c	25c	20c
7/16 in. cal., 3-4 ft...	50c	35c	30c	25c
9/16 in. col., 4-5 ft...	55c	40c	35c	30c
11/16 in. cal., 5-7 ft...	60c	50c	40c	35c

WRITE FOR PRICES ON LARGER QUANTITIES. ORDER IN JANUARY, GET CASH DISCOUNT mentioned on page 2.

A WEEK
AHEAD OF
ELBERTA

REDELBERTA

ADDS 25% TO YOUR PEACH PROFITS EVERY YEAR

U. S. Pat. 232—Trade-Mark Reg.

THE "BEAUTY QUEEN" OF PEACHES

Flaunting a new **bright-red-all-over** dress, this gorgeous daughter of Elberta comes to take its place as a leader among the big-paying Peach varieties! You know Elberta quality—Redelberta is just as fine-textured, firm, and able to hold up for long-distance shipping and for all canning requirements. Samples shipped here from the State of Washington arrived in excellent condition.

Ripening fully a week ahead of regular Elberta, Redelberta comes on the market right after Hale-Haven is gone, at a time when prices are high.

Price averages in 1939 showed **Redelberta brought 75c more** per bushel than other Peaches.

The 2 weaknesses of Elberta have been overcome in Redelberta, that is **color** and **flavor.** The flavor of Redelberta is exquisitely rich, sweet, and **free from all bitterness.** Its **rich-red-all-over-color** makes it stand out above all other Peaches. A brilliant sight on the tree and in the baskets. Colors long before ripe. Can be picked and marketed while at its best.

The Redelberta Peaches shown on our front cover came from the Judson orchards at Bristol, Indiana. Judsons rate it one of their best Peaches. All who have seen or fruited it will plant heavily this year.

You may devote one-fifth to one-fourth of your Peach orchard to Redelberta with every confidence that it will give you an important new source of profit. Your customers want **brighter colored, better flavored fruit**—why not grow it for them! Plant Redelberta **this spring.**

PRICES: REDELBERTA TREES

	Each	10 Lots	100 Lots
		Each	Each
5/16 in. cal., 2 to 3 ft.	65c	50c	25c
7/16 in. cal., 3 to 4 ft.	70c	55c	30c
9/16 in. cal., 4 to 5 ft.	75c	60c	35c
11/16 in. cal., 5 to 7 ft.	85c	65c	40c

WRITE FOR PRICES ON LARGER QUANTITIES.

Have Delicious, Vitamin-Filled ASPARAGUS

FRESH FROM YOUR GARDEN EVERY YEAR

Everyone Can Eat It!

Regardless of age or health, everyone can eat this delicious vitamin-filled vegetable. Should be served every day during its season, and a liberal amount canned at home for winter serving. 100 to 250 roots will supply the average family with plenty of tender tips.

So Easy to Grow!

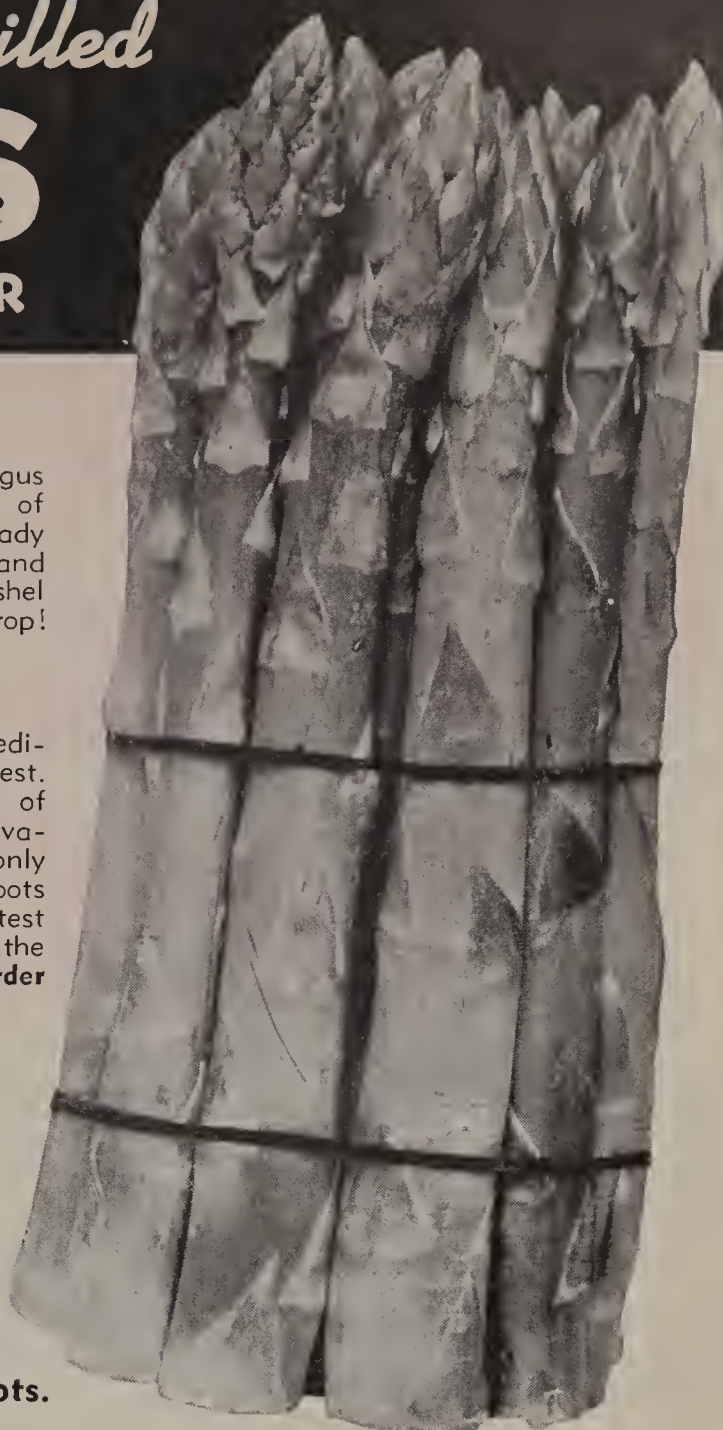
One planting of asparagus lasts 12 to 20 years with good care. Set the roots 12 inches apart in the garden. In the field, rows should be spaced 4 feet wide. An acre requires about 5000 roots. We furnish easy planting directions. Requires practically no care. No frost-danger, so you're sure of having a crop every year! Tips are useable in May and June.

Profitable Market Crop

For every \$1.00 invested in Asparagus roots, growers have realized returns of \$25.00 a year. There's always a ready market for the straight No. 1 tips, and the crooked tips are taken by the bushel for canning, so there's no loss to this crop!

Plant the Best

Emlong's Washington Rust-Proof Pedigreed Asparagus is best by every test. Largest, tenderest stalks, and more of them. Best flavored, greenish purple variety in the world. This year we offer only extra-large, bright-colored, solid roots which produce useable tips in the shortest period of time. Can usually be cut the second year. **Plant in the spring. Order today.**



Look! Emlong's LOW PRICES

	25	50	100	250	1000
1-year large	\$0.35	\$0.55	\$0.85	\$1.95	\$4.85
2-year regular55	.75	1.25	2.65	7.85
2-year jumbo75	1.25	1.95	3.95	11.50

Write Wholesale Dept. for prices on large quantities of Asparagus Roots.



QUINCE TREES

Quince trees are very dwarf-growing. Can be planted 10 feet apart. Often planted in shrub borders and along lot lines. Blooms are showy, leaves dark green and leathery. Hardy, thrive everywhere, easy to grow. Fruit large as apples. Yellow skin; white, very crisp flesh. Ripen in September. Keep in storage several weeks. Flavor is tangy and different. Delicious baked, preserved, or made into jelly. High pectin content. **PRICES:** 3 to 4 ft. trees, 65c each; 10 for \$6.00. 4 to 5 ft., 75c each; 10 for \$7.00.

APRICOTS

HANSEN'S NEW HARDY STRAIN

A great sensation! Apricots as hardy as apple trees. Can be grown way up in Manitoba, Canada. Fruit is not quite as large as the standard Apricots but of delicious flavor and wonderful quality. Plant several trees in your yard. Enjoy the gorgeous blooms. Have loads of this fine fruit to eat fresh and to can. Can them whole, like plums. Takes two to pollinize. **PRICE:** 3 to 4 ft. trees, 2 for \$1.50, 10 for \$6.00. 4 to 6 ft., 85c each; 10 for \$7.50.

MOORPARK APRICOT

Famous Wenatchee strain. Bears extra-large fruit of beautiful golden orange color, often with tinted cheek. Freestone and a heavy bearer. Hardy as plum trees. A real treat to eat fresh or canned, and practical to grow for market. Takes two trees to pollinize. **PRICE:** 4 to 6 ft. trees, 2 for \$1.20, 10 for \$4.50.



Here's the Berry for You!

Emlong's

MASTODON

Fruit in 90 Days



**PRICES
MASTODON
PLANTS**

25 for	\$0.55
50 for	.75
100 for	1.25
250 for	2.25
1000 for	7.95

Big, bright, **varnished-red** berries in your own garden or field in just about 90 days! Plenty of them, too. You can eat strawberry shortcake whenever you want it this fall, next summer, and next fall.

Richly tart, highly tempting to your fall appetite! 200 plants usually supply the average small family. A quart per plant the first fall is a common yield. They bear until November frosts. An acre should pay up to \$800.

Set the plants 12 inches apart for "hill culture" to obtain largest berries and highest yield. They require very little space or care. **Plant in April or May**, no later. Order your plants today. We ship at the right planting time. Mastodon has been a leader for over a decade. **Emlong's original improved strain is the best for you.**

CATSKILL

*Red-All-Way-Thru
Flavor Thrills You Too*

When you bite into a Catskill berry you'll exclaim with delight, "Now, that's what I call a **real Strawberry!**" Bright exotic-red coloring. Just overflowing with rich flavor and aroma. Every berry large and uniform, evenly colored.

High quality makes Catskill prized by housewives for canning purposes. Endorsed by successful fruit farmers as a tremendous producer and wonderful shipper. Ripens mid-season. Self-pollenizing, standard variety. Plants are sturdy growers, thrive on any good soil, and are resistant to draught. Set plants 18 by 36 inches apart. **Plant in April or May. Order today.** Remember Emlong's "Guaranteed - Best" plants insure highest profits for you.

PRICES, CATSKILL PLANTS:

25 for 40c	100 for \$0.85
50 for 60c	250 for \$1.85
1000 for \$4.95	

Write for prices on larger quantities





Now Only
\$4.65
 PER
 1000
 at
 Emlong's

250
 Plants
 for only
\$1.85

Emlong's **PREMIER** *Still King of Strawberries*

After many years of success, Emlong's Premier is still the biggest money-making Standard Strawberry you can find! And here are the reasons:

Premier succeeds on any good soil, in every part of the country. Makes a solid fruiting row. Blooms late enough to escape frost danger, but matures its crop quickly to **bring you the first high strawberry dollars of the season.** Starting to ripen early, it continues bearing through midseason, producing more fruit than any other variety.

You'll find Emlong's Premier "taps" in quality. The bright red berries do not discolor after picked. Hold up far shipment to distant markets, making it possible to distribute the fruit where it brings best prices. Fresh, snappy flavor wins friends everywhere. A self-pollinating standard variety.

Plant it in your home garden. Set plants 18 by 36 inches apart. Emlong's Premier plants **lead all in size, vigor, root-system, and ability to yield.** Order your plants today. **Strawberries should be planted only in the spring.**

PRICES, Emlong's PREMIER PLANTS:

25 for 35c; 50 for 50c; 100 for 85c; 250 for \$1.85; 1000 for \$4.65.
Write for prices on larger quantities. Order in January and get the discount offered on page 2.

"Make-Your-Bargain" **Strawberry Garden**

Take your pencil and check ANY 5 VARIETIES NAMED AT THE RIGHT. Check the size garden you desire. Mail the order today. Plants will be sent this spring.

- ☐ DUNLAP
- ☐ CRESCO
- ☐ GEM
- ☐ FAIRFAX
- ☐ PREMIER

- ☐ DORSETT
- ☐ BLAKEMORE
- ☐ CATSKILL
- ☐ MASTODON
- ☐ GR. CHAMPION

- ☐ 25 PLANTS EACH
OF 5 KINDS. 125
in all.

\$1.35

- ☐ 50 PLANTS EACH
OF 5 KINDS. 250
in all.

2.35

NO DISCOUNTS

You Need Strawberries For a Quick Cash Crop

Strawberry plants set out **this spring** will give you a **cash income this fall and next summer**. Quickest profits of any fruit crop! The Everbearing varieties start bearing this summer in July, continuing until mid-November. Standard varieties bear next year in June. They thrive on any good fertile, well-drained soil. Growers have reported incomes of over \$1,200 per acre. And they're so easy to grow. Simple instructions sent on request. **Plant dependable, tested varieties**, and don't skimp on the price of planting stock—**get the best plants to grow highest quality fruit**.

For field culture Strawberry plants are set 18 by 42 inches. In the garden they can be set 18 by 30 inches. Everbearing plants can be set as close as 12 by 12 inches for hand culture if runners are removed to keep them in hills. If you can't grow Strawberries to sell, grow them to **eat and can** at home. Home-grown berries cost as little as 1c per quart!

VERY IMPORTANT

Standard Strawberry plants **must be transplanted in the spring, to get a crop next year**. March, April, and May, are the proper months. **Don't wait until fall**, thinking you can make up for lost time. It can't be done. Plants purchased in the fall are **next year's plants**. **This year's plants must be set in the spring to get a crop next year**. (Strawberry plants are **not in a proper state of maturity** to move during summer months. Such a practice results in small crops of runty fruit.)

DISCOUNTS For Early Orders

See page 2. See pages 24, 25, and 40 for other Strawberry varieties. **STRAWBERRY PLANTS WILL BE SHIPPED SEPARATE FROM OTHER NURSERY STOCK, AS THEY MUST BE DUG FRESH EVERY DAY.**

Dorsett
Berries

Emlong's DORSETT

Ah! Here's the perfect Strawberry that will make you exclaim with delight! Every berry a huge, bright red lump of rich, sweet goodness. Famed for extra-large size, perfect shape, firm flesh and skin. Highly endorsed for canning and shipping. Starts ripening early and bears a long time. A self-pollenizing, standard type that makes good full rows and bears big crops. **Price of plants on next page.**

Emlong's AMBROSIA

You'll really appreciate Ambrosia berries, because **they ripen late** and are richly flavored. Bright red, fresh-looking berries which do not discolor. Small seeds and firm skin. Originated in Wisconsin, the plants seem impartial to soil and weather conditions. Self-pollenizing, standard type. A strong grower and big producer. **Prices of plants on next page.**

BLAKEMORE

Extra-early, bright red Strawberry that thrives everywhere. A favorite with large-scale growers for shipping. Stands drought, frost, cold weather. Self-pollenizing, standard type. **Price next page.**

Emlong's DUNLAP

Long famed as the **richest flavored** Strawberry grown, and the most dependable. Pointed, dark red berries, solid to the center. Firm skin and flesh. Great canner and shipper. Plants thrive where others fail. Stand drought, late spring frosts, and cold winters. Self-pollenizing, standard type. Ripens midseason. **Prices next page.**

Bargain

Strawberry Plants

We select and label several popular kinds left from each day's packing.

200 Plants for \$1.00

500 Plants for \$2.00

Ambrosia Berries

EMLONG'S NURSERY, Stevensville, Mich.

Emlong's **BARGAIN EVERBEARER**
GEM 100 PLANTS POSTPAID \$1.²⁵
BEAR THIS YEAR. *for only*

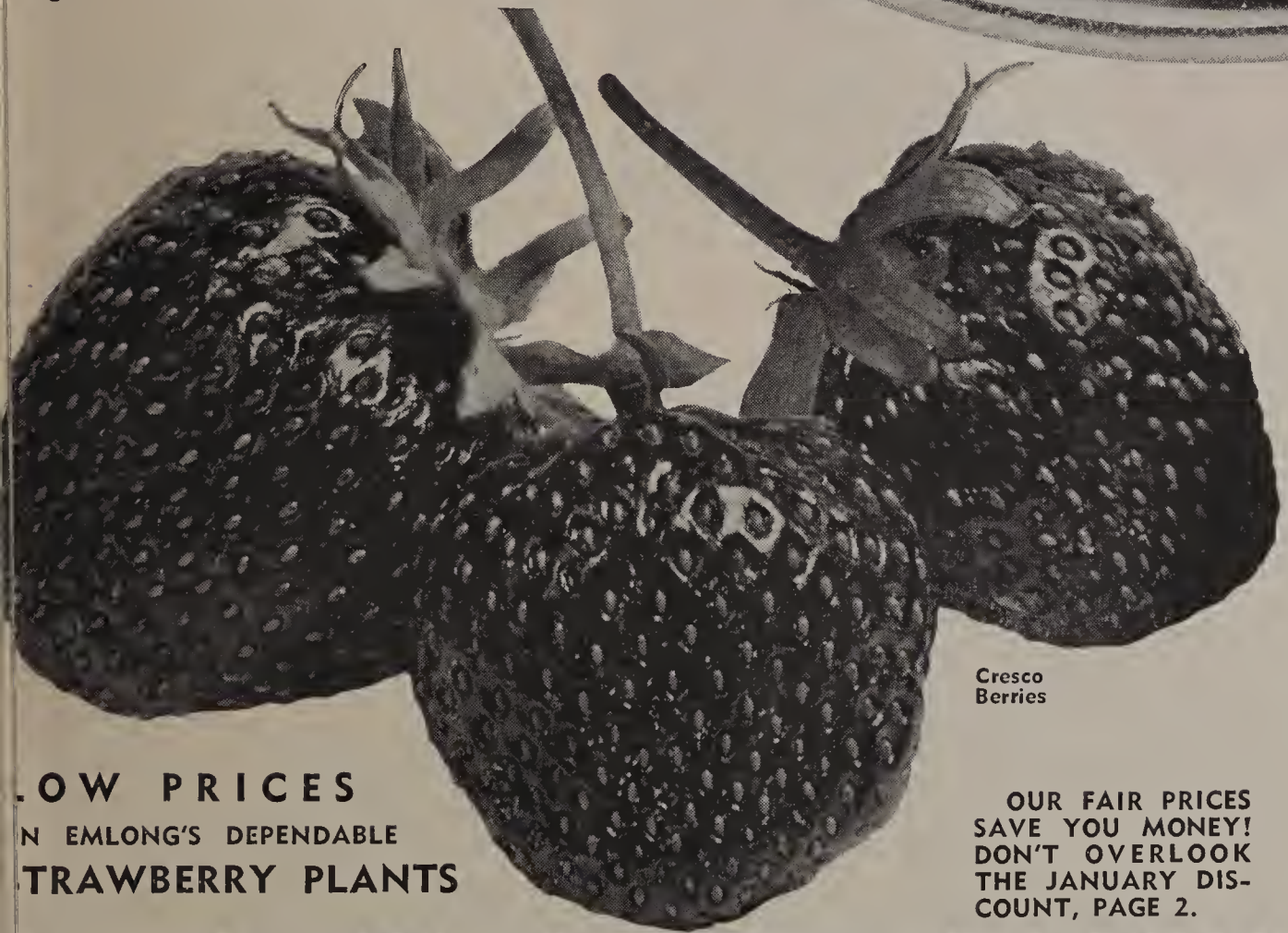
100
FAIRFAX
PLANTS
85¢

PLANT A BIG GARDEN OF GEMS THIS SPRING. HAVE LOTS OF SHORTCAKE TO EAT THIS FALL.

Gem plants thrive on any good soil. They start bearing this year in July and continue until November. Bear a full crop again next June and a third crop next Fall — three crops in all, in about 18 months, from just one planting. Everyone can eat Gem berries, because they have the least acid of any Strawberries. Bright scarlet-red color makes them sell readily. Gem plants are hardy, prolific runner-makers, and tremendous yielders. They thrive on any good fertile soil. Order your plants today, plant them in March, April or May to get a crop this year. 250 plants usually prove sufficient to supply the average family with berries all fall. Or, if you plant a garden using part Standard varieties of Strawberry plants, let Everbearers make up 1/3 of your total planting.



Fairfax Berries



Cresco Berries

LOW PRICES
IN EMLONG'S DEPENDABLE
STRAWBERRY PLANTS

OUR FAIR PRICES
SAVE YOU MONEY!
DON'T OVERLOOK
THE JANUARY DIS-
COUNT, PAGE 2.

Emlong's
FAIRFAX

Fairfax berries are greatly admired for their enormous size and uniform shape. Very deep, dark appetizing red color. You'll cherish every berry because of their super-delicious, sweet flavor! Mighty good table berry and extra-firm shipping and canning berry. The ripening season is medium-early. Self-pollinating, standard variety. Plants are strong growers and big yielders. According to our customer-letters it's a winner everywhere. Plant with confidence! Emlong's "Fruit Belt" strain is best by test far every part of the country. Order now—plant this spring.

Emlong's
CRESCO

If you need a good rough-and-ready berry to ripen between Premier and Dunlap, Cresco fills the bill! A cross between these two varieties, it retains the rich color and flavor of Dunlap, with the larger size of Premier. Solid red to the center, and fruit colors evenly all over. Originated in Iowa, it has proven adapted to all kinds of soil, and able to withstand severe winters and dry summers. Reported free from yellows. Plant Cresco for big, dependable crops of canning and shipping berries.

GROWN IN THE HEART OF THE FRUIT BELT

Emlong's Strawberry plants are famous for their abundance of big, long, bright fruits. They bear bigger and better berries. Succeed in every section of the country. **WRITE FOR PRICES ON LARGER QUANTITIES OF PLANTS.**

	PARCEL POST PREPAID			EXPRESS — Not Prepaid	
	25	50	100	250	1000
DUNLAP. Midseason	\$0.25	\$0.45	\$0.75	\$1.45	\$3.95
BLAKEMORE. Extra early..	.25	.45	.75	1.45	3.95
DORSETT. Early35	.50	.85	1.65	4.45
PREMIER. Early35	.50	.85	1.85	4.65
FAIRFAX. Medium early ..	.40	.60	.85	1.85	4.95
CATSKILL. Midseason40	.60	.85	1.85	4.95
CRESCO. Medium early40	.60	.95	1.85	4.95
AMBROSIA. Late40	.60	.95	1.85	4.95
GEM EVERBEARING55	.75	1.25	2.25	7.95
MASTODON EVERBEARING ..	.55	.75	1.25	2.25	7.95
WAYZATA EVERBEARING.	1.00	1.65	2.85	5.65	19.95



BOYSENBERRY

40 BERRY BUSHES \$2

Just right for a back-yard planting for the small family. Contains 10 BOYSENBERRY, 10 CUMBERLAND, 10 SODUS, 10 INDIAN SUMMER. 1-year, large plants. (No discounts.)

BLACKCAP,
CUMBERLAND



Boysenberry

The Mammoth Maroon Fruit
With a "Different" Flavor

25 PLANTS \$1.75
NOW ONLY

The first time you taste Boysenberries, you'll exclaim, as does everyone else: "They are the most delicious berries I ever ate!" They're nearly 2 inches long, and just "aazing" with rich, tempting, tangy, sweet juiciness! Combination of Rasperry, Dewberry and Logonberry flavors. Morvelaus for fresh desserts, pies, juices, wine, jelly, jam, preserves, etc. Ripen before Blackberries. Hardier than Dewberries. Should be trellised. Plant 4 by 7 feet apart. Annual incomes up to \$1,700 per acre reported by growers. **Order yours today. Plant this spring.**

Strong 1-yr. plants: 12 for \$1.00; 25 for \$1.75; 100 for \$4.50; 250 for \$9.95; 1000 for \$34.95. (2-yr. transplants: 6 for \$1.50.)

Blackcap

The Reliable Cumberland

50 PLANTS \$1.25
NOW ONLY

No other berry can take the place of Blackcaps! Delicious to eat fresh, in frozen desserts, pies, juices, jam, jelly, etc., alone, or mixed with other fruits. The big, round, plump, black, juicy berries have a "wild sweetness" unlike other fruits. Cumberland berries ripen midseason to late. Plants are very hardy and produce enormous crops regularly. A planting lasts up to 12 years with proper care. Bushes are self-supporting and non-suckering. Set them 3½ by 7 feet apart. Annual profits up to \$750.00 per acre reported. **Order today. Plant yours this spring!**

Prices Cumberland Plants:

STRONG 1-YR. GRADE	2-YR. BEARING-AGE
12 for .. \$ 0.45	12 for \$1.50
25 for .. .75	25 for 2.50
50 for .. 1.25	50 for 3.95
100 for .. 2.25	
250 for .. 4.50	(Supply Limited)
1000 for .. 16.50	

Raspberry

Red "INDIAN SUMMER"

Two Crops a Year

12 PLANTS **85¢**
NOW ONLY

Here's new **Style, Beauty and Flavor** in Red Raspberries! Large, **long berries** of glowing bright red **ripen earlier than other kinds**. Bear a **full crop in June and an immense crop in the fall**. A very beautiful fruit, with small cavity and small seeds. Marvelous keeping quality. Flavor is rich, sweet and satisfying. Plants are rapid growers, hardy, and resistant to disease. Set them 3 by 6 feet apart. **Greatest all-purpose Raspberry. Brings double profits yearly!** Prices at bottom of page.

Purplecap

SODUS - Largest and Best

25 PLANTS **\$1.25**
NOW ONLY

So far ahead of all old kinds of Purplecaps, that there's no comparison at all! Sodus berries are round, bright reddish purple, an inch or more in diameter, borne in immense clusters. The flavor is deliciously mild and sweet, whether you eat them fresh, canned, in pies, jam, juices, or jelly. Juice is bright purple. Canners prefer them to either Red or Black Raspberries. The bushes are extremely hardy, and free from mosaic. Upright growers, non-suckering. Set plants 3½ by 7 feet apart. **A positive success, both for home gardens and market. Order today. Plant this spring!**

Prices, Indian Summer and Sodus:

STRONG 1-YR. GRADE	2-YR. BEARING-AGE
12 for\$0.85	12 for\$1.25
25 for 1.25	25 for 2.25
50 for 2.50	50 for 3.75
100 for 3.95	100 for 6.45
250 for 7.50	250 for 12.50
1000 for25.00	1000 for35.00

Photos on this page—SODUS PURPLECAP and INDIAN SUMMER RASPBERRY





Latham Berries

RASPBERRIES

BRING EASY PROFITS

Thousands of Emlong customers are making big money growing Raspberries. Every year we ship out millions of the finest Red and Black Raspberry plants that can be grown. Reports from customers show earnings of \$500 to \$1000 per acre from these plants yearly. A good planting of Raspberries, properly cared for, will yield paying crops for 8 to 12 years. The red varieties ripen in late June and July. Black varieties ripen in July. Red Raspberry plants are set 3 by 6 feet apart, requiring about 2,500 per acre. Blackcap plants are set 3½ by 7 feet apart, requiring about 2000 plants per acre. One-year-old plants usually start bearing the year after set. Two-year plants start bearing the year set, under favorable conditions. Plant in April or May. Remember—Emlong plants are **grown for plants only, all the bearing power being reserved for you. They do more for you!** Free cultural directions with order on request.

Emlong's FAMOUS **LATHAM RED**

The greatest Red Raspberry of all time! Latham berries are immense, round, plump, and deep glowing red. Unexcelled for richness of flavor, and firmness of fruit. Have marvelous keeping, canning, and shipping qualities. Now being used for frozen fruit also. They start ripening midseason and continue an unbelievably long time. Often bear a "surprise crop" again in the fall on the new canes. Plants are vigorous growers, extremely hardy, and bear record-breaking crops every year. The big-paying, all-purpose Raspberry for every part of the country!

Emlong's GREAT **TAYLOR RED**

You'll exclaim with joy at the beauty of this new oblong type of Red Raspberry. Berries are giants of bright, snappy red. Just crammed full of rich sweetness. They have small seeds, small cavity, and are free from crumbling. Uniform in size and very firm in quality. Berries ripen a little ahead of Latham. Plants are hardy, tall growers, excellent yielders. Highly recommended!

ST. REGIS Everbearing Red

A bright red, round, richly tart Raspberry that starts ripening during the regular season and continues through the fall months. Fall crop often greater and more profitable than the summer crop. Plants extremely hardy and dependable. Can be planted same as other varieties, or in hills 5 by 5 feet apart to secure larger berries.

Emlong's POPULAR **CUTHBERT RED**

Here's the old favorite that is planted in large quantities in northern states, where hardiness is important. Produces great quantities of thimble-shaped, deep red fruit. Richly flavored and colored, even after canned. Ripens midseason.

LOGAN BLACKCAP

Best early ripening Blackcap. The berries are richly tart, with a distinctive wild flavor. Dark purplish black color. Free from seediness and crumbling. Highly favored for every purpose. Plants are very resistant to drought and frost. Emlong's plants certified apparently free from disease. Plant Logan early and Cumberland late Blackcaps to prolong the picking season and obtain highest profits. Plant an acre this spring. Have plenty of berries to eat, can and sell.

EMLONG'S DIRECT-TO-YOU FAIR PRICES ALL THE BIG-PAYING RASPBERRY PLANTS

	12	25	50	100	250	1000
LATHAM and ST. REGIS. 1-Yr. Selected	\$0.45	\$0.75	\$1.35	\$2.50	\$4.95	\$17.85
2-YEAR BEARING AGE	1.00	1.85	3.25	4.50	9.95	32.50
TAYLOR RED, 1-Yr. Selected	.65	1.25	2.25	3.50	7.50	25.00
2-YEAR BEARING AGE	1.10	2.00	3.45	5.65	14.50	39.50
SODUS AND INDIAN SUMMER. 1-Yr. Selected	.85	1.50	2.50	3.95	7.50	25.00
2-YEAR BEARING AGE	1.25	2.25	3.75	6.45	12.50	35.00
CUTHBERT RED. 1-Yr. Selected	.45	.75	1.25	2.25	4.50	14.95
2-YEAR BEARING AGE	.85	1.50	2.75	4.00	8.95	30.00
LOGAN and CUMBERLAND BLACK. 1-Yr. Selected	.45	.75	1.25	2.25	4.50	16.50
2-YEAR BEARING AGE	1.50	2.50	3.95

ORDER IN JANUARY. GET THE DISCOUNT—SEE PAGE 2

BLACKBERRIES FOR YOUR AUGUST INCOME

After Strawberries and Raspberries are gone, a fine crop of fancy Blackberries is just what you need to keep up the August income. Blackberry plants are very easy to grow, hardy, and bear enormous crops every year. Thrive on any fertile soil. Set the plants 3½ by 7 feet apart for field culture. An acre takes about 2,000 plants. In the home garden, a dozen plants set along the lot line require no extra space and will supply loads of luscious, juicy fruit to eat fresh, canned, and made into juice, jelly, and wine. Free cultural directions with order on request.

Emlong's FAMOUS ALFRED

Absolutely the best and most popular Blackberry ever grown, both for home use and market. Ripening early, Alfred berries attain mammoth size, many being 1½ to 2 inches long. They glisten with beautiful jet-black color. Almost free from seeds and core. The plants have withstood a winter temperature of 30 degrees below zero. They are healthy, fast growers, bear very quickly, and always yield a bumper crop. Make a big planting this spring! Order today.

Emlong's POPULAR ELDORADO

The best late Blackberry, and the one chosen by large commercial growers to plant on poor soil. A strong, upright grower famed for dependably heavy annual crops. Equally successful in every part of the country. Berries are extra-firm quality, jet black and do not fade. Free from seediness, very juicy and richly flavored. Endorsed for canning, shipping, jelly, juice and wine making. Plant Alfred early and Eldorado late for prize-winning crops of Blackberries!

Emlong's Direct-to-You PRICES BLACKBERRY PLANTS						
Alfred. 1-yr.,	12	25	50	100	250	1000
selected	\$0.55	\$0.95	\$1.50	\$2.75	\$5.00	\$17.50
Alfred. 2-yr.,						
bearing age	1.00	1.65	2.65	3.95	7.50	35.00
Eldorado. 1-yr.,						
selected45	.85	1.45	2.50	4.50	16.50
Eldorado. 2-yr.,						
bearing age	1.00	1.65	2.65	3.95	7.50	35.00

Order in January—get the discount. Read page 2.

CURRENT PLANTS

Red Cherry Currants are large, shiny, and borne in long clusters. Tart flavor. Valued for eating fresh or cooked, in pies, jelly, jam, etc. Price: Large 1-yr. plants, 6 for 85c; 12 for \$1.00; 100 for \$7.85. See notice at right.

RHUBARB ROOTS

Large Victoria variety which produces big red stalks. Richly flavored, tender and juicy. Full of vitamins, and highly prized for early spring desserts. Easy to can at home for winter use in pies, jam, etc. Profitable crop for market. Prices: Large whole roots, 6 for 65c; 12 for \$1.00; 25 for \$1.85; 100 for \$5.00.

GOOSEBERRY PLANTS

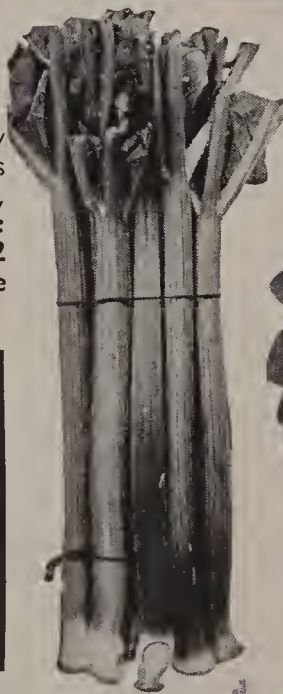
Large, sweet, red berries nearly round. Very beautiful and delicious for fancy table purposes. Used fresh, in pies, conserve, jam, jelly. Prices: Large 1-yr. plants, 6 for \$1.25; 12 for \$2.00; 100 for \$15.00. See notice below.

NOTICE

We ship **Current** and **Gooseberry** plants only to the following states: Michigan, Illinois, Indiana, Kansas, Missouri, Iowa, Nebraska, Oklahoma, North Dakota, South Dakota. No orders shipped after April 15th, as plants must be completely dormant.



Alfred Blackberries



Above—Victoria RHUBARB and Red Cherry CURRANTS
Photos Greatly Reduced

BARGAIN BERRY GARDENS

RASPBERRY

We send 12 plants each of LATHAM, CUTHBERT and ST. REGIS.

Large, 1-Yr. Plants

36 PLANTS \$1
No Discount

BLACKCAP

We send 12 LOGAN and 24 CUMBERLAND.

Large, 1-Yr. Plants

36 PLANTS \$1
No Discount

ASSORTED

We send 12 LATHAM, 12 CUMBERLAND, and 12 ALFRED.

Large, 1-Yr. Plants

36 PLANTS \$1
No Discount

EMLONG'S NURSERY, Stevensville, Michigan

BERRY TRIUMPH OF THE CENTURY!

Actual size and color
photo below. Bear quick-
ly. 7 quarts a year from
mature plants.

Small-family planting:

10 PLANTS
\$2.⁷⁵
**1-Year
Plants**

Look at the life-size photo on this page. Measure the berries with a ruler. It's just **one full bunch** of Blueberries, taken before picking started! Every branch end is loaded the same way. Think of the patient experimenting required to produce such berries! So different from other fruits. Exquisitely mild, sweet and delicious. Small seeds and freedom from acid make it possible for **everyone to eat unlimited quantities** of Blueberries with great benefit to health.

A new race of fruit, holding highest honors for keeping and shipping quality. Berries grown in Michigan shipped to New York! **YOU CAN NOW GROW GREAT CROPS** of these beautiful and delicious berries and make terrific profits from a small plot. Four-year-old plants yielded at the

rate of 150 crates per acre last summer. Twelve-pint crates sell at \$2.50 wholesale. Start bearing the second or third year. Mature plants produce up to 7 quarts a year. **A planting lasts a lifetime** with proper care. **Plants pay for themselves from the first crop!**

So Easy to Grow!

Just set the bushes 5 by 7 feet apart, in moist, acid soil. Two or more varieties should be used to insure proper pollination. If your soil is sweet, use peat moss to create acid. Fruit ripens over a period of several weeks, and can be picked at leisure. Write the U. S. Dept. of Agriculture, Washington, D. C., for **free** bulletin on Blueberry growing.

Very Ornamental

Blueberry plants are shapely and compact, making them ideal to use for ornamental shrubs. They grow 4 to 6 feet tall. The leaves are waxy and green, turning red in fall. Twigs are reddish brown. Six plants will supply the average small family with fresh and canned fruit. **Decide now to grow Blueberries yourself!** Order today and plant this spring.

Your choice of **Rubel**, midseason; **Jersey**, early; **Hording**, late.

BLUEBERRY PRICES:

1-yr. plants, 3 for \$1.00;
10 for \$2.75; 100 for
\$24.50.

Write for prices on larger
quantities of 1-yr. plants.

2-year, No. 1 plants, 2 for
\$1.50; 6 for \$3.95; 12 for
\$7.00; 100 for \$45.00.

4-year, fancy, well-
branched, bearing-age,
balled plants, \$1.50 ea.; 5
for \$7.00; 10 for \$12.50.

PEAT MOSS 2 Bushels, \$1.00

Acid-reacting when mixed with soil. Use it around the roots of blueberry plants to supply needed acid. Mix 1/3 peat with 2/3 soil in the holes when planting. About 1/3 bushel to a medium-sized plant is sufficient. Also a wonderful moisture-regulator to use in planting other shrubs, plants and trees. Clean and free from weed-seeds. Wonderful summer mulch to keep down weeds, and winter mulch to protect roots from alternate freezing and thawing weather. **FREE CIRCULAR ON REQUEST. PRICE: 2-BUSHEL BAG \$1.00; 20-BUSHEL BALE FOR \$6.50.**





CACO
Red



FREDONIA
Blue-Black

"QUALITY"

Grape Arbor

1 GOLDEN MUSCAT
2 CACO RED
2 FREDONIA
2-Year Heavy Vines

All \$1.

No Discount

GOLDEN MUSCAT

See page 34 for
other kinds of
grape vines.



Fancy Grapes

FAMED for FLAVOR and QUALITY

FREDONIA. Earliest Fancy Blue-Black Grape to ripen. Very large berries in compact bunches. Has a pungent, spicy, sweet flavor and fragrance. Excellent keeper and shipper. Vines are hardy, thrifty, good producers.

GOLDEN MUSCAT. Our choicest golden amber-white Grape for your fancy desserts and wines. Large, somewhat oblong berries in large bunches. Richest, sweetest, mellowest, aromatic muscat flavor. **Ripens late.** Wonderful keeper, shipper, and producer.

CACO. Jumbo-size bunches of extra-large wine-colored fruit. Highly flavored. **Ripens medium-early.**

PRICES GRAPE VINES LISTED ABOVE:

CACO and FREDONIA

	2	6	12	25	100
2 Yr. Heavy	40c	\$1.00	\$1.85	\$3.35	\$12.50
2 Yr. Regular	30c	.79	1.45	2.75	8.95

GOLDEN MUSCAT

	2	6	12	25	100
2 Yr. Heavy . . .	\$1.00	\$2.85	\$5.50	\$11.00	\$38.50
2 Yr. Regular . .	.80	2.25	4.35	8.00	30.00



**Emlong's
FAMOUS**

GRAPE VINES

FROM THE HEART OF THE FRUIT BELT

*Lifetime Profits and Pleasure
from One Planting*

Grapes, the fruit of romance! So easy to grow, and a real pleasure and convenience to have on your land. They often succeed on soil too poor for other crops, turning waste land into a fruit-bearing, profit-making investment! 520 vines set 8 by 10 feet apart plant an acre. These vines may cost as little as \$13.00, but a bushel of fine fruit per vine each year makes a nice extra income. Plant them in your garden along lot lines, alleys, over arches and pergolas. Choose an assortment THIS SPRING.

Emlong's CONCORD — Greatest Grape of All

Beautiful, ripe Concord Grapes fill the air with mellow fragrance, telling fruit lovers that they are just overflowing with rich, sweet, tangy flavor! They make delicious purple-red juice, jelly, wine.

Concord is the big blue-black Grape borne in large, compact bunches, which ripens mid-September. Hangs on the vines a long time, making it easy to harvest and market.

Still the undisputed standard of quality among Grapes, after a hundred years of success. Grown from coast to coast. The largest vineyards planted are 50 to 75 per cent Concord.

Emlong's Concord vines, grown in this northern fruit belt, are famed for hardiness, vigor, and ability to yield big crops quickly. Our customers say they are the finest in the country.

Plant Emlong's Fruit Belt Grape Vines. Have the best at no extra cost. A good vineyard lasts nearly a lifetime!



CONCORD,
King of Grapes

**"YOUR FAMILY"
VINEYARD**

12 2-Yr. Heavy Grape Vines \$1
(No discount)

2 CACO RED
5 NIAGARA WHITE
5 CONCORD BLUE
A Challenge Bargain!

Emlong's NIAGARA—The White Concord

A gorgeous "picture Grape" of beautiful amber-white-green color, overspread with silvery bloom. Large, round berries and compact bunches. Just packed full of rich, sweet, muscat-like flavor. Ripens medium late. Can be left on vines a long time. Best when full ripe. Choice dessert, wine and juice sort. Vines are hardy, vigorous growers, big producers.

Emlong's DELAWARE — Little Red Sweet Grape

Smallest bunches and berries of any cultivated Grape, but the finest flavored! Delicate, sweet, choicest red dessert, juice and wine Grape. Ripens early. Bears well.

PRICES, GRAPE VINES DESCRIBED ON THIS PAGE:

	2	6	12	25	50	100	250	1000
Concord, 2-yr., heavy	.25c	65c	\$1.00	\$1.85	\$2.85	\$4.95	\$9.95	\$37.50
Concord, 2-yr., standard	20c	45c	.75	1.25	2.00	3.00	7.50	25.00
Niagara, 2-yr., heavy	.30c	75c	1.25	2.00	3.00	5.45	11.95	42.50
Niagara, 2-yr., standard	20c	50c	.85	1.50	2.50	3.50	7.95	29.50
Delaware, 2-yr., heavy	.40c	95c	1.65	2.95	4.95	8.50	19.50	70.00

BIG 3 - YEAR - OLD GRAPE VINES

Your choice of CONCORD or NIAGARA:

Any 3 Vines for \$1.00; any 6 for \$1.85; any 12 for \$3.25; any 25 for \$5.45.

Fast Growing Shade Trees

Make your property a landmark in the community with well-chosen, artistic, fast-growing shade trees. Here is a tree for every purpose!

And don't overlook our low prices. All Emlong-grown trees, famed for enormous root-growth and well-developed heads. **Order in January, get the discount—see page 2.**

LOMBARDY POPLARS—12 for \$3.60

No other tree so stately and artistic for accent purposes, planted singly or in groups of three or five! Also a quick-growing wind-break and screen when planted 5 to 10 feet apart. Use them for backgrounds, along drives, between fields to keep soil from blowing. Branched from the ground up. Glossy green leaves, silvery beneath. Natural columnar shape, needs no trimming. Grow rapidly on poorest soil. Roots do not spread into drain pipes. **Order now, plant this spring. Prices below.**

SOFT MAPLES

Speedy growers that thrive on poor soil where other trees fail. Stand coldest climates and hottest summers. Need no special care. Dark green leaves with silvery surface below. Forms well-rounded head. Ideal for lawn, roadside, street, etc. **Plant this spring. Prices below.**

CHINESE ELMS

Hardy Siberian strain which thrives everywhere, even on poor soil. Grows very rapidly, forming a semi-conical, dense, well-shaped head. Dark green leaves, artistically cut. Not subject to diseases of other Elms. Roots grow down, do not clog drains. Most popular lawn, street, park, roadside shade tree. **Prices below.**

UMBRELLA CATALPAS

Charming, artistic, formal little trees used in pairs at corners, or planted 15 feet apart along walks, drives, etc. Large, heart-shaped green leaves, thickly produced, form a round head. Never grow tall. Prune severely every spring for best results. Two-year heads grafted on 6-ft. standards. **Prices below.**

WEeping WILLOWS

NIOBE GOLDEN. Slender leaves, on glistening, gold-barked branches which sweep to the ground. Thrives everywhere. Hardy everywhere.

WISCONSIN WEeping. Very slender green leaves produced on sweeping branches. Extremely hardy and thrifty. Can be trimmed if desired.

Willow trees do not need to be planted near water, they succeed everywhere.

You Save Money Here!

PRICES—HIGHEST QUALITY SHADE TREES

		Express, Not Prepaid			
LOMBARDY POPLARS	Each	4	12	100	
6 to 8 ft.	\$0.40	\$1.40	\$3.60	\$25.00	
8 to 10 ft.50	1.80	4.80	35.00	
10 to 12 ft.75	2.60	7.20	50.00	
CHINESE ELMS (Extra well-branched trees)					
4 to 5 ft.50	1.85	4.25		
6 to 8 ft.75	2.80	7.50		
WEeping WILLOWS					
Your choice, 5 to 6 ft.	.50	1.80	4.85		
6 to 8 ft.70	2.60	5.85		
SOFT MAPLES					
4 to 6 ft.50	1.80	4.85		
6 to 8 ft.70	2.60	5.85		
UMBRELLA CATALPA					
2-year	1.25	4.50	12.00		



SOFT MAPLE



UNTRIMMED WEeping WILLOW



HARDY CHINESE ELM



UMBRELLA CATALPA



LOMBARDY POPLAR



French Lilacs

Gorgeous FRENCH LILACS

3 BUSHES \$1.00

Mammoth flower clusters measure 10 to 12 inches long. Large flowers, many with double petals. They come in delicate pastel colors as follows: **Mouve-Pink, Lilac-Blue, Maroon-Red, Creamy-White.** Bushes start blooming very young (usually the first year planted). Make a compact growth. Budded on hardy, non-suckering root-stock. Marvelous for lawn specimens, corner groups, shrub borders, or hedge or screen effect. Set bushes 5 feet apart. **PRICES: 2-yr. Blooming-size bushes:**

35c each; 3 for \$1.00; 10 for \$2.50.

Paul's Scarlet Climber (Greatly Reduced)



EVERBLOOMING POLYANTHA ROSES

There's room in your yard for numerous beds and borders of these cheerful little rose bushes. Never grow more than 18 inches tall, but are loaded with flowers every year from **June until frost.** Blooms are small, double, and produced in huge clusters. Plant them in place of annual flowers! One planting lasts years. **Bloom this year.** We offer only the **best selected grade, A-No. 1 bushes, all 2-year field-grown hardy stock.** (Do not compare these bushes with the small, cheap grade offered by other firms at low prices.) **Your choice:**

Gloria Mundi. Orange.
Paul Grampel. Salmon.
Sporkler. Dark red.
Lody Reeding. Red.
Ellen Poulsen. Pink.

2-Yr. Super Size Bushes:
45c each
3 bushes \$1.25
10 bushes \$3.50

CLIMBING ROSES

We offer only **2-year, field-grown stock, the longest and best No. 1 Grade in the country.**

PAUL'S SCARLET CLIMBER. Blooming scarlet-red semi-double flowers in large clusters. Flowers 2 inches across. Blooms in June. **Super-size bushes, 45c each.**

CLIMBING TALISMAN. Famous orange and red, very double flowers. Ever-blooming. **Super-size bushes, 50c each.**

CLIMBING ETOILE DE HOLLANDE. Large, very double, dark red, sweet-scented everblooming. **Super-size bushes, 50c each.**

CLIMBING AMERICAN BEAUTY. Semi-double, rose colored blooms in large clusters. **Super-size bushes, 45c each.**

PAUL'S LEMON CLIMBER. Large, bright lemon-yellow flowers. **Super-size bushes, 50c each.**

CHASTITY. Large, pure white climber. **Super-size bushes, 50c each.**

CLIMBING ROSES

3 for \$1.25

You may choose any 3 of the above varieties. All 2-Year Super-Size Bushes.



Polyantha Roses

Brilliant RED-LEAF Barberry

12 BUSHES \$1.25

No other shrub can compare with the striking brilliance of our double-red strain of Barberry. Its abundance of thick, purplish red leaves glisten in the sun, contrasting luxuriously with the green and yellow of other plants. Bushes have low-growing habit. Can be pruned any time in summer to desired height and width. Lovely for borders, hedges, foundations, groups and lawn specimens. Red berries in winter. Set plants 1 1/2 feet apart, in full sunlight.

Prices, Red-Leaf Barberry:

	3	6	12	25
2-yr., 10-15 in., branched	\$0.47	\$0.79	\$1.25	\$2.45
2-yr., 12-18 in., well-branched57	.98	1.65	2.95
3-yr., 18-24 in., EXTRA HEAVY	1.00	1.75	2.95	4.95



SUPER-SIZE ROSES

Everblooming Hybrid Tea Varieties

Emlong's 2-year Super-Size Rose Bushes are the finest that money can buy. Every bush a big, well-rooted, well-branched specimen that will bloom abundantly this year, all summer and fall. Carefully budded, and guaranteed true to name.

These Super-Size No. 1 Rose Bushes will produce fully four or five times as many blooms as the regular 2-year, small bushes sent out by some nurseries. They are worth twice our price!

Your Choice of Varieties—All One Price:

1 to 5 bushes at **50¢** each

5 to 10 bushes at **45¢** each

10 bushes or more at **40¢** each

RED FLOWERS

AMI QUINARD. The darkest "black-red" of all.

NEW GRENOBLE. Flaunting deep red petals. Exquisite form. Always in bloom.

GEORGE DICKSON. Very double, dark maroon-red.

E. G. HILL. Deep blood-red, scarlet avertone.

ETOILE DE HOLLANDE. Giant, dark velvety red.

HOOSIER BEAUTY. Rich, bright flame-red.

RED RADIANCE. Globular form, rose-red.

HADLEY. Pointed blooms of rich, deep, clear red.

MARGARET McGREDY. Many petals of bright brick-red.

YELLOW FLOWERS

MRS. PIERRE S. DUPONT. Bright, clear, non-fading sun-flower-yellow. Pointed buds in groups. Lovely!

GOLDEN EMBLEM. Huge petals of orange-gold.

GOLDEN DAWN. Popular canary-yellow.

JOANNA HILL. Soft yellow, shaded rose.

LADY STEWART. Pointed blooms, yellow shaded apricot.

MRS. E. P. THOM. Globular blooms, canary-yellow.

SIR HENRY SEAGRAVE. Soft saffron-yellow; very large.

PINK FLOWERS

MRS. HENRY BOWLES. Perfect form. Very double, clear silvery pink. Blooms continuously.

PINK RADIANCE. Globular, pink and rose combination.

EDITOR McFARLAND. Deep rose-pink. Clear, bright.

MULTI-TONE FLOWERS

MRS. SAM McGREDY. Enormous, breath-taking beauty of dewy salmon, yellow and rose.

CONDESA DE SASTAGO. Gold outside, red inside petals.

HEINRICH WENDLAND. Soft coral-apricot.

SOUV. DE MME. CHAMBARD. Large, chamois-rose.

AUTUMN. Sunset of orange, red, yellow, rose.

EDITH PERKINS. Coral and salmon two-tone.

M. VAN ROSSEM. Orange-apricot veined with gold.

PRESIDENT HERBERT HOOVER. Long buds, full flowers of orange-rose, splashed with carmine-red and yellow.

TALISMAN. Orange and red two-tone combination.

WHITE FLOWERS

WHITE ENSIGN. Pure white, large, picture Rose!

CALEDONIA. Painted buds borne in clusters.

FRAU KARL DRUSCHKI. Giant, full creamy white.

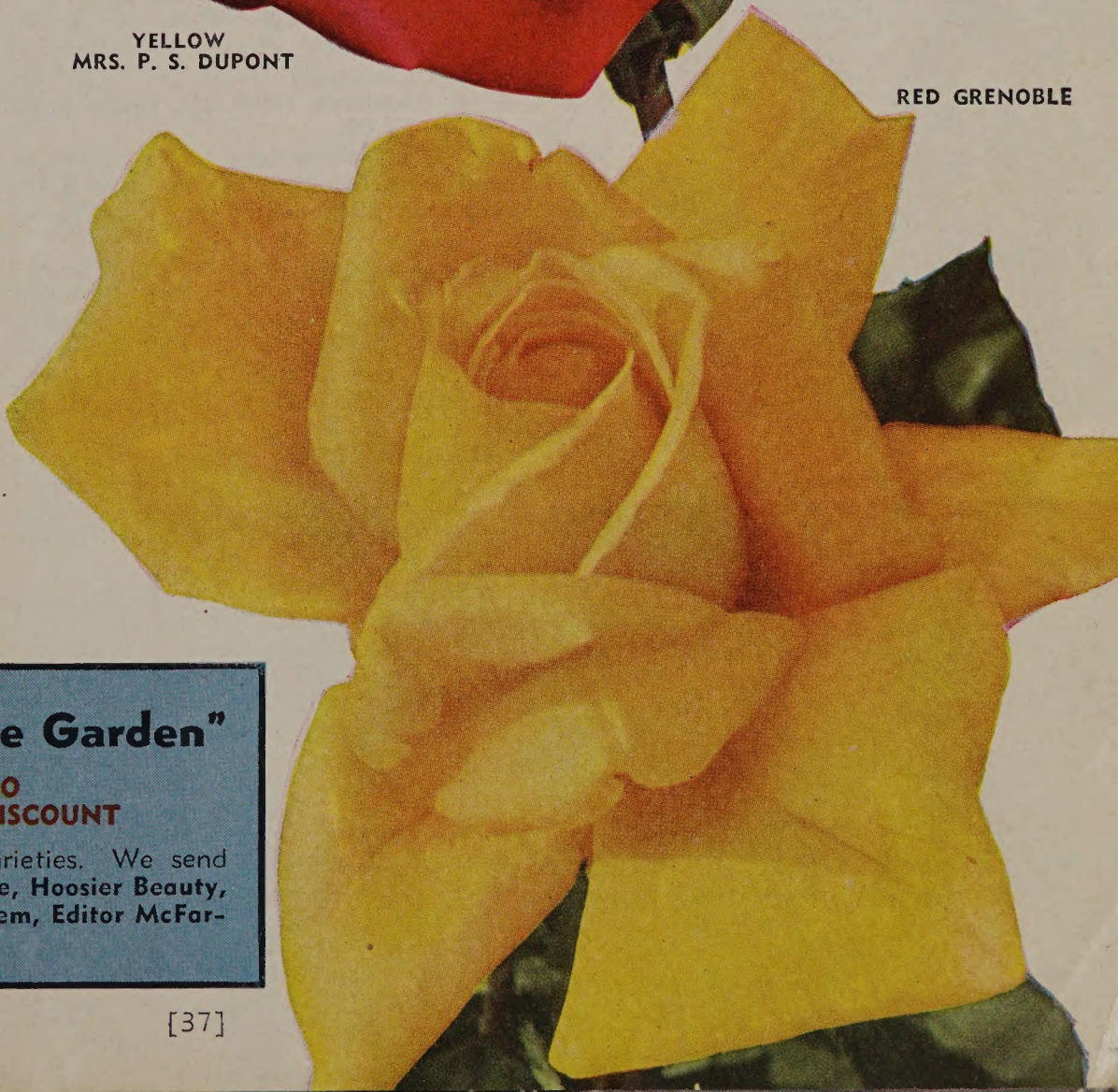


WHITE
ENSIGN



YELLOW
MRS. P. S. DUPONT

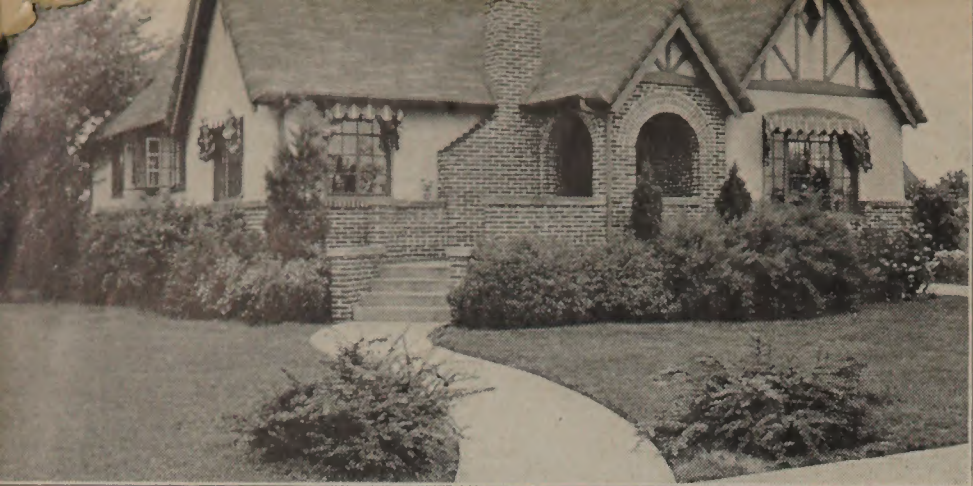
RED GRENOBLE



Emlong's "MAGNIFICENT Rose Garden"

10 BIG SUPER-SIZE 2-YEAR BUSHES \$3.50 NO DISCOUNT

Bloom profusely this year! All the popular varieties. We send **ONE BUSH EACH** Mrs. Sam McGredy, Pink Radiance, Hoosier Beauty, Grenoble, Golden Dawn, White Ensign, M. Van Rossem, Editor McFarland, Mrs. P. S. Dupont, Edith Perkins.



Landscape Your Home

ADD TO ITS VALUE AND BEAUTY WITH EMLONG'S BLOOMING-SIZE SHRUBS

The landscaping in your yard should cost one-tenth as much as the house. Hence, an attractive planting will increase the value of your property that much. A booklet of easy planting directions will be sent free with your order upon request. We offer all 2-year-old, well-rooted, well-branched shrubs which bloom this year. Set them 2½ to 3 ft. apart.

*CODE: T—Tall; M—Medium; L—Low Growing; S—Like Sunlight; A—Thrive Anywhere; SH—Succeed in Shade.

HYDRANGEA PEE-GEE

Giant heads of creamy white flowers 6 to 9 inches long, turn to rose in autumn. Can be dried for winter bouquets. Beautiful for foundations, borders, groups. *M-A. 1½-2 ft., blooming-size, 29c each; 3 for 75c; 10 for \$2.00.



Hydrangea Pee-Gee



Late Blooming Tamarix

Below: Deutzia Shrub



HYDRANGEA, HILLS OF SNOW

Big, round domes of snow-white flowers from midsummer till fall. Wide, bright green leaves. Extremely popular for foundations, borders, groups. Thrives on north side of house also. *M-A. 1½-2 ft., blooming-size, 29c each; 3 for 75c.

DEUTZIA Crenata Rosea. Fluffy pinkish white tassel flowers cluster thickly along stem in June. *M-A. 1½-2 ft., blooming-size, 29c each; 3 for 75c; 10 for \$2.00.

DEUTZIA, Pride of Rochester. White tassel flowers in June. *T-A. 1½-2 ft., blooming-size, 29c each; 3 for 75c; 10 for \$2.00.

HONEYSUCKLE, Zabelle. Bright red flowers in June. Loads of red berries attract birds. Handsome blue-green leaves. *T-S-A. 1½-2 ft., blooming-size, 29c each; 3 for 75c; 10 for \$2.00.

FORSYTHIA Spectabilis. Golden, bell-shaped flowers in masses before leaves appear. *T-A. 1½-2 ft., blooming-size, 29c each; 3 for 75c; 10 for \$2.00.

BUDDLEIA (Butterfly Bush). Long spikes of fragrant flowers attract bees of butterflies. Tops freeze in winter, come again in spring. *M-A. Your choice of Ile de France, purple; or Pink Charming. 2-year roots, blooming-size, 40c each; 3 for \$1.00.

SCARLET QUINCE (Cydonia Japonica). Brilliant red flowers in spring. Used for shrub or hedge. *MT-A. 1½-2 ft., blooming-size, 29c each; 3 for 75c; 10 for \$2.00.

TAMARIX, Late Flowering. Long feathery gray-green foliage and rosy lavender flowers of same texture. Leaves and blooms come late and last long. *T-A. 1½-2 ft., blooming-size, 29c each; 3 for 75c; 10 for \$2.00.

DOUBLE MOCK ORANGE (Phil., Virginol). Creamy white, double flowers in clusters, in June and occasionally thereafter. *MT-A. 1½-2 ft., blooming size, 29c each; 3 for 75c; 10 for \$2.00.

SNOWBERRY. Loads of large white berries in fall, small pink bloom. *M-SH. 1½-2 ft., blooming size, 29c each; 3 for 75c; 10 for \$2.00.

SNOWBERRY, Chenaulti Red. New and lovely! Sheaths of maroon-red berries all along arched branches, intercepted by winglike leaves which color red in autumn. Dry them for winter bouquets. *M-SH or A. 1½-2 ft., blooming-size, 29c each; 3 for 75c; 10 for \$2.00.

WEIGELA ROSEA. Rose-pink trumpet-shaped flowers in clusters June-July. *M-A. Blooming-size, 1½-2 ft., 29c each; 3 for 75c; 10 for \$2.00.

WEIGELA, Red. Velvety red trumpet flowers June and occasionally after. *M-A. Blooming-size, 1½-2 ft., 35c each; 3 for \$1.00.

CRIMSON SPIREA. Low-growing shrub with pointed leaves and broad, flat clusters of fuzzy crimson flowers. *L-A. Blooming-size, 15-18 in., 29c each; 3 for 75c; 10 for \$2.00.

SPIREA, Tall Pink (Billardi). Long spikes of dainty, fuzzy, rosy pink blooms. Long leaves. *T-A. Blooming-size, 1½-2 ft., 29c each; 3 for 75c; 10 for \$2.00.

DOGWOOD, Red Twig. Shrub form, with white flowers and berries. *T-SH or A. 1½-2 ft., 29c each; 3 for 75c; 10 for \$2.00.

PINK FLOWERING ALMOND. Tiny rose-shaped, bright pink flowers cover this shrub before leaves appear in early spring. *M-A. 1½-2 ft., blooming-size, 35c each; 3 for \$1.00.

SPIREA BRIDAL WREATH. See page 39.

LILACS. See page 36.



Flowers and Bulbs FOR YOUR PERENNIAL GARDEN

HARDY PHLOX

3 plants, 60c; 8 plants, \$1.00, postpaid

Your choice of the following gorgeous new varieties. All large, brilliant heads. Bloom this year.

LILLIAN. Salmon.	PARACHUTE. Purple.
LEO SCHLAGETER. Red.	ELECTRA. Bright red.
NORDLICHT. Deep rose.	B. VAN DEDEM. Orange-red.
VON LASSBURG. White.	BORDER QUEEN. Pink.

HARDY CHRYSANTHEMUMS

3 plants, 60c; 8 plants, \$1.00, postpaid

Your choice of the following charming early-flowering, low-growing varieties. Bloom this year.

PINK CUSHION	RED CUSHION
BRONZE CUSHION	WHITE CUSHION

GLADIOLUS BULBS

50 mixed, \$1.00; 50 named, \$1.50

The collection of Mixed Glad Bulbs contains all modern, popular varieties in big assortment of colors. The 50 named bulbs will be as follows: 5 bulbs each of PICARDY, salmon; GIANT NYMPH, pink; GOLDEN DREAM, yellow; VIRGINIA, scarlet; BAGDAD, smoky rose; MARMORA, smoky lavender; JOE COLEMAN, dark red; ORANGE QUEEN, orange; MAID OF ORLEANS, white; PELEGRINA, dark purple. All blooming-size. Postpaid.

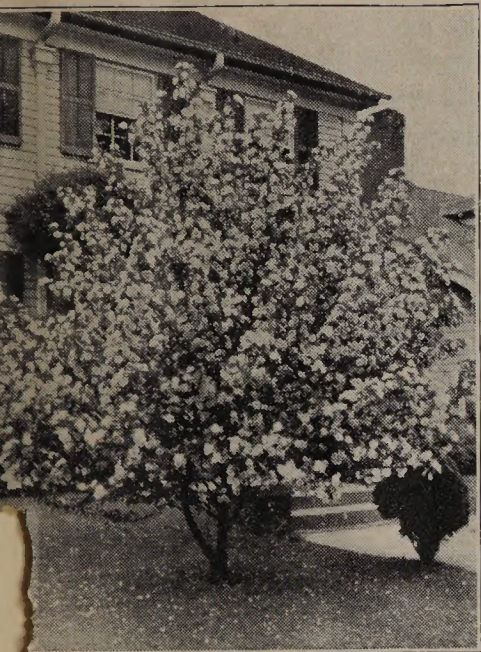
8 LILY BULBS, \$1.00, postpaid. Collection contains 2 HENRYI, golden speciosum; 2 REGALE, white; 2 TENUIFOLIUM, coral-red; 2 TIGRINUM, orange. Blooming-size bulbs.

5 CHOICE DAHLIAS, \$1.00 Postpaid. We send 1 blooming-size tuber each of the following Giant Decorative and Show varieties. CALIFORNIA, red; MRS. I. DE VER WARNER, purple; JERSEY'S BEAUTY, rose-pink; FRANCIS LA ROCCO, yellow; DREER'S WHITE.

6 TALL ENGLISH HYBRID DELPHINIUMS, \$1.00, postpaid. Giant flowers on towering spikes. Delicate art shades majestically blended. 2-yr. blooming-size plants.



Prunus Newport



Bechtel's Flowering Crab



Prunus Triloba

Hedges of Beauty

PERMANENT, LIVING FENCES

For That Finished Neat Appearance

Combine beauty with economy. Fence in your front lawn with a low bushy or low-clipped hedge. A tall flowering hedge will screen your back yard and provide privacy. Plant hedges along drives to lend charm. Emlong's hedge plants are noted for extra-heavy root growth and lots of sturdy branches. They grow quicker, look better, and save you money. Plant this spring.

GREEN-LEAF BARBERRY

Nothing more charming and orderly than a low, bushy hedge of Green-Leaf Barberry. Leaves come early and stay late. Turn brilliant shades of gold and scarlet in autumn. Red berries stay all winter. Grows 3 to 4 feet tall-but can be clipped any time during spring or summer to desired height. Plant 18 inches apart for hedges, borders, foundation plantings, corner groups, etc. Extremely hardy and drought-resistant. Rust-proof strain. Plant it lavishly! **All bushes extra-heavy. Priced below.**

HARDY AMOOR PRIVET

Pointed, glossy green leaves produced thickly on upright branches. Free from insect pests and diseases. Leaves come early and remain late. Small white flowers and berries. Thrives on all soils. Bushy from ground up. Clip any time in spring and summer. Plant it around the lawn, along drives, lot lines, etc. Also used for unclipped screens. Set plants 9 to 12 inches apart. **Extra heavy bushes, priced below.**

HARDY IBOLIUM PRIVET

Most beautiful Privet! Extremely hardy and thrifty in middle west and northern states. Makes lovely clipped hedges, but also widely used for foundation plantings along tall buildings, and unclipped screening hedges. Stands bad air and hard use in city. Plant 9 to 12 inches apart. **Usually expensive but SEE OUR LOW PRICE BELOW!**

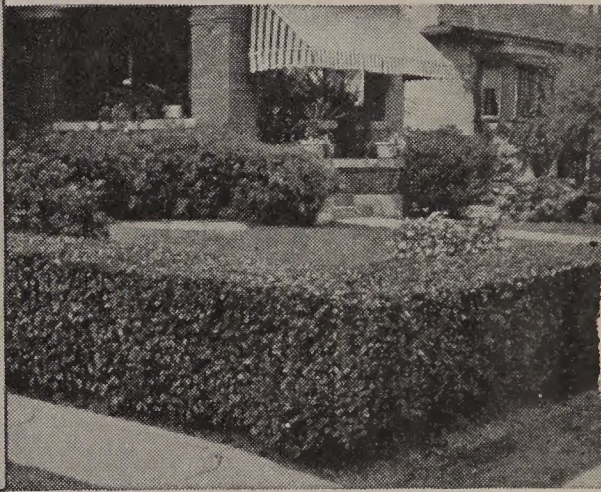
SPIREA—WHITE BRIDAL WREATH

Most popular and useful shrub in America. Sweeping branches loaded with snow-white flowers in May and June. Beautiful bright green leaves come early and stay late. Grows 5 to 6 feet tall. Clip any time in summer to any shape. Plant 3 feet apart. Hardy and thrifty everywhere. Heavy bushes. **Low price at right.**



Above: Front lawn, neatly edged with Green-Leaf Barberry.

Below: Front lawn, neatly edged with clipped Privet Hedge.



Money-Saving Prices Emlong-Grown Hedge Plants

GREEN BARBERRY.	3	12	25	50	100
2-yr., 12-15 in.	\$0.30	\$0.75	\$1.25	\$2.00	\$3.50
2-yr., 15-18 in.45	1.00	1.50	2.50	4.50
3-yr., 18-24 in.60	1.50	2.75	5.25	9.95

HARDY PRIVET—Your Choice of Amoor or Ibolium	3	12	25	50	100
2-yr., 1-1½ ft.	\$0.30	\$0.75	\$1.25	\$2.00	\$3.50
2-yr., 1½-2 ft.45	1.00	1.50	2.50	4.50
2-yr., 2-3 ft.60	1.50	2.00	3.50	6.50

SPIREA—White Bridal Wreath.	3	12	25	50	100
2-yr., 1-1½ ft.	\$0.30	\$0.75	\$1.25	\$2.00	\$3.50
2-yr., 1½-2 ft.45	1.00	1.50	2.75	5.00
3-yr., 2-3 ft.60	1.50	2.75	5.25	9.95

Spirea—Bridal Wreath

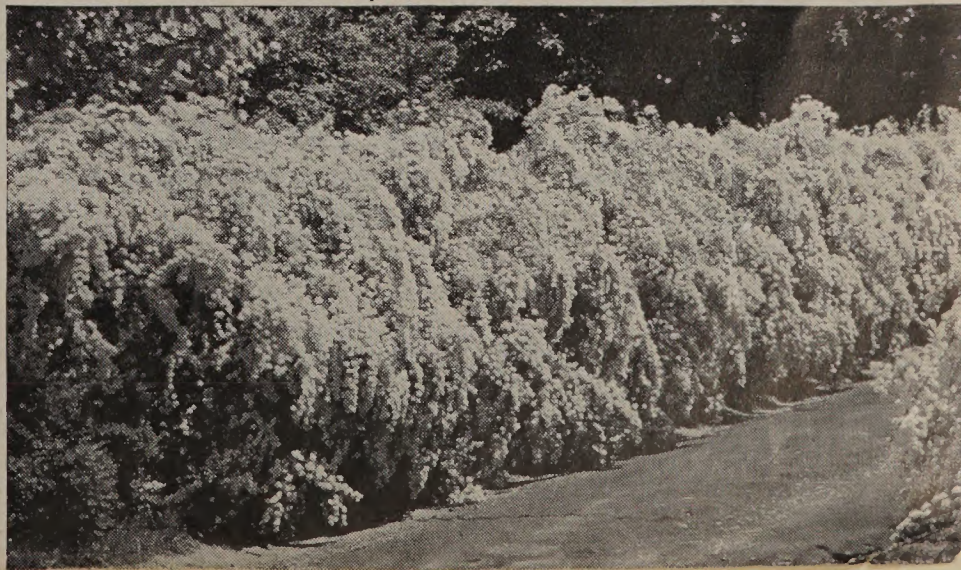
Flowering Trees for Your Lawn

Gay little spots of beauty on the lawn, in the shrub border, or planted as a solid screen. All grow 8 to 12 feet tall. **Plant early this spring. Get one each of the 3 kinds for \$1.35.**

BECHTEL'S DOUBLE FLOWERING CRAB. Very double, roselike pink flowers in huge clusters in May. Tiny red fruits. 2-3 ft., 50c each; 3 for \$1.35.

PRUNUS NEWPORT. Small, refined lawn tree which glistens with waxy purplish red leaves. Flesh-colored blooms and red fruits. 3-4 ft., 50c each; 3 for \$1.35.

PRUNUS TRILOBA. Double pink-flowering Plum. Green leaves color in autumn. Refined grower. 3-4 ft., 50c each; 3 for \$1.35.





EMLONG'S DELICIOUS

Wayzata

"Mellow-Sweet" Strawberries

It's just like having spring come again to go out in your garden and pick fresh, ripe Strawberries in the fall! Strawberries that are **really sweet**, that everyone can eat with supreme enjoyment.

Wayzata berries are bright, glossy red and enticingly aromatic. You'll appreciate their mellow sweetness of flavor.

Undoubtedly the finest everbearing variety in the world today. Wayzata plants set in your garden this spring in April or May, **start bearing fruit in July and continue until November frosts**. Then they bear again **next year** in June and in the fall. In all, 3 crops in 18 months, from one planting! Fall Strawberries sell easily at 10c per pint. A quart per plant is the reported yield. And they're **so easy to grow!** No special soil or experience needed. Just order 100 plants for each 100 square feet of soil, and follow our simple planting directions sent free with your order upon request.

PRICES

Wayzata Plants:

25 for	\$1.00
50 for	1.65
100 for	2.85
200 for	4.85
1000 for	19.95



Little Carol Ann Dragomir, Southwestern Michigan 1939 Blossom Princess, serves Emlong's Wayzata shortcake with a smile.

Order today - Have Berries this Fall

Here's Your "MELLOW-SWEET" STRAWBERRY SHORTCAKE Garden

Enough Wayzata plants to supply your family with fresh, ripe, sweet Strawberries for shortcake 3 times a week or more, July until winter!

150
WAYZATA PLANTS
(Small Family Garden)
\$3⁶⁵

250
WAYZATA PLANTS
(Average Family Garden)
\$5⁶⁵

Wayzata is an Emlong "Worth-More" variety.

EMLONG'S SQUARE DEALING **NURSERY**
STEVENSVILLE, MICHIGAN

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